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Fall 2008

## Sun City Blues: The Contemporary Urban Realization of Sun City, USA

Patrick Lundberg

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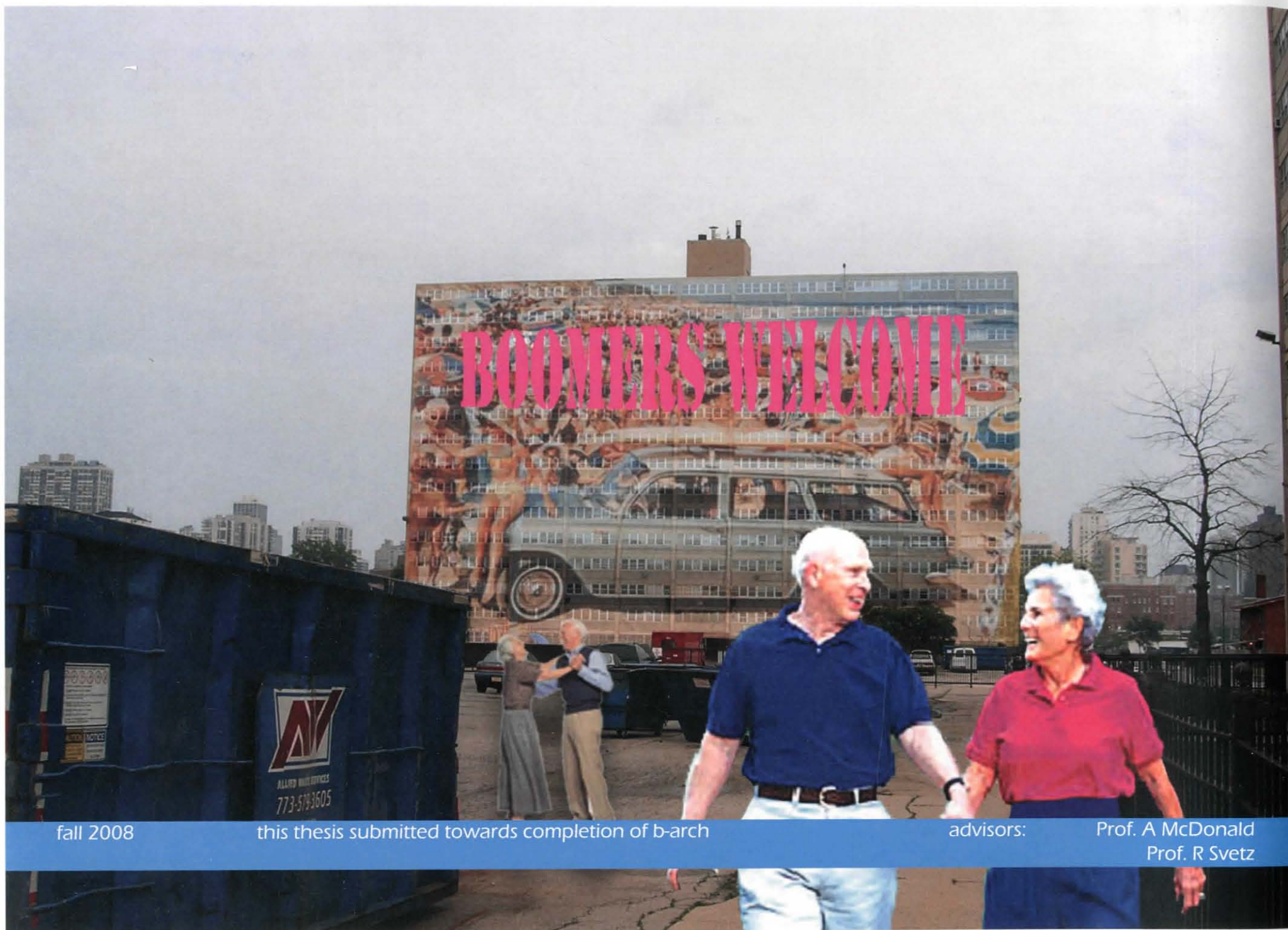
## sun city blues



the contemporary urban realization of Sun City, USA

thesis prep fall 2008  
Patrick Lundberg





fall 2008

this thesis submitted towards completion of b-arch

advisors:

Prof. A McDonald  
Prof. R Svetz

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## sun city phenomenon



## background

In 1960, Del Webb homes developed Sun City, AZ; an architecturally infamous yet incredibly popular model for older adult living in 20th century America. As a result of its original success, applicability, and convenience, Del Webb and other builders have conceptually manifested the original Sun City to accommodate the aging Baby Boomers through today. Carefully designed communities based almost entirely on demographic research generate this new type of community.

These now omnipresent enclaves are founded upon ideals of consolidation and convenience, allowing a specific target population to live within specific means. Consequentially, residents also live under sets of rules and regulations, in relation to the ages of permanent residents and duration of external visitation.

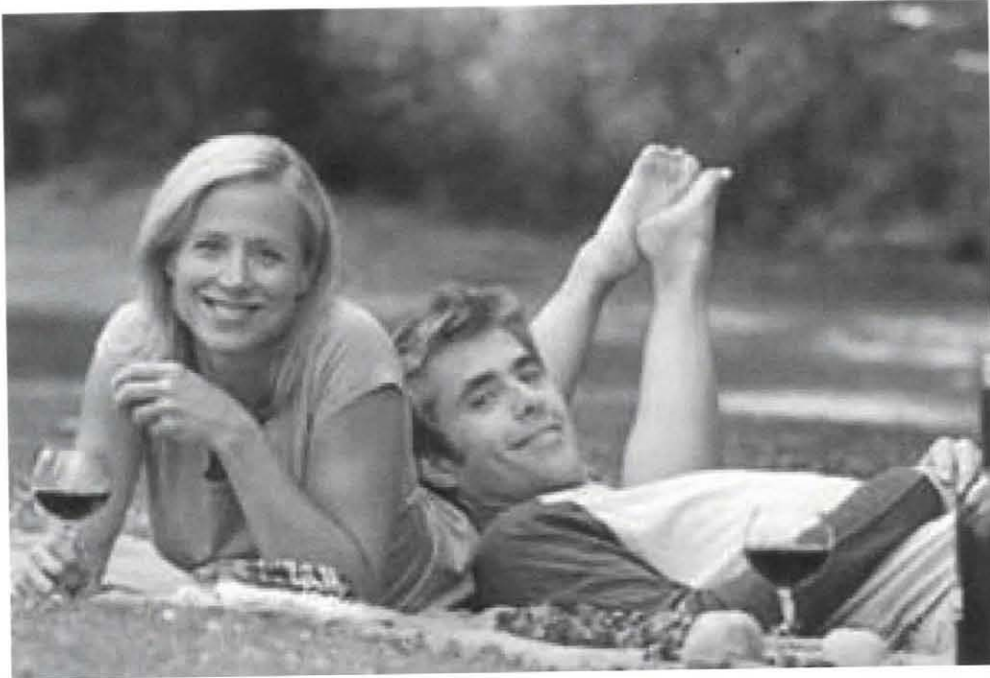
## sun city, az

The original Sun City was built by Del Webb to test the possibility of age-restricted communities, geared towards out-of-state retirees interested in relocation. Arizona's favorable situation in its climate and opportunity for new development, in combination with a strong market with money to spend, allowed for Sun City's original success to be quickly realized.

The community's population today, of roughly 40,000, is consisted of primarily white (98.44%), married couples (49.5%), and those 65 years of age or older (79.8%). Individual neighborhoods, characterized by certain housing types and categorical road names, are connected through a common thoroughfare and revolve around extensive amenities designed to cater to the fore-mentioned population. With affordable incentives and a well-advertised way of life, Sun City, AZ has been continually inhabited.



## active adult community



Seeing the success of the 1960s model, Sun City, AZ created possibilities in the consolidation of older generations entering an age of retirement. Thus, Del Webb and other developers realized the "Active Adult Community" (AAC) a town-type that has grown overwhelmingly prevalent in America's contemporary landscape.

These places are defined as "age restricted communities that require at least one resident to be of 55 years or older within each household, and that restricts anyone under 19 from being a permanent resident." Not only do they market for-sale homes, but "lifestyles" geared towards this defining market, allowing buyers to pick and choose from a vast array of defining elements based on their preferences of amenity, climate, price, etc.



AAC's today are typically marketed towards older Baby Boomers who will retire much earlier than their younger counterparts. They offer extensive amenities catering to their residents, such as golf courses, swimming pools, fitness centers, etc, while presenting an array of single-family housing types.

There are currently over 3000 of these particular communities within 27 states, holding populations of under a hundred to over 10,000. Their popularity is still growing into today, providing support of the housing market through a strong buying power and avoiding the sub-prime mortgage crisis.



## sun city, usa



The Sun City, itself, has evolved from a particular municipality into a branding tool by Del Webb, a means to convey something special about a specific Active Adult Community. There are multiple “Sun Cities” today, located in all parts of the country, which seek to recreate the original success realized by Sun City, AZ.



background

problem

contention

research

program

precedent

site



They each hold different sets of amenities, residence types, and street layouts, all based off of individual target markets and regional differences. Sun Cities in general offer a particularly broad array of amenities and housing types, and are generally well-connected to major urban centers.

What is it that differentiates an Active Adult Community from a Sun City?





## baby boomers



The Baby Boomers, defined loosely as those born between 1946 and 1964, represent the promising group of the country's migrants, as an extremely extensive population who hold \$2.1 trillion in spending power and represent 45.8 million households within the US. The older members of this population (ages 55-62) have already and are continuing to enter retirement, and as a result of their spending power and migratory tendencies have effectively allowed the new community type to take form.

The generation can be characterized in a number of ways, based on a variety of demographic data, which in turn is used to indicate groups contributing to this housing phenomenon. Developers base the type of home, neighborhood, amenities, and resulting community on the demographic data gathered from this substantial group.

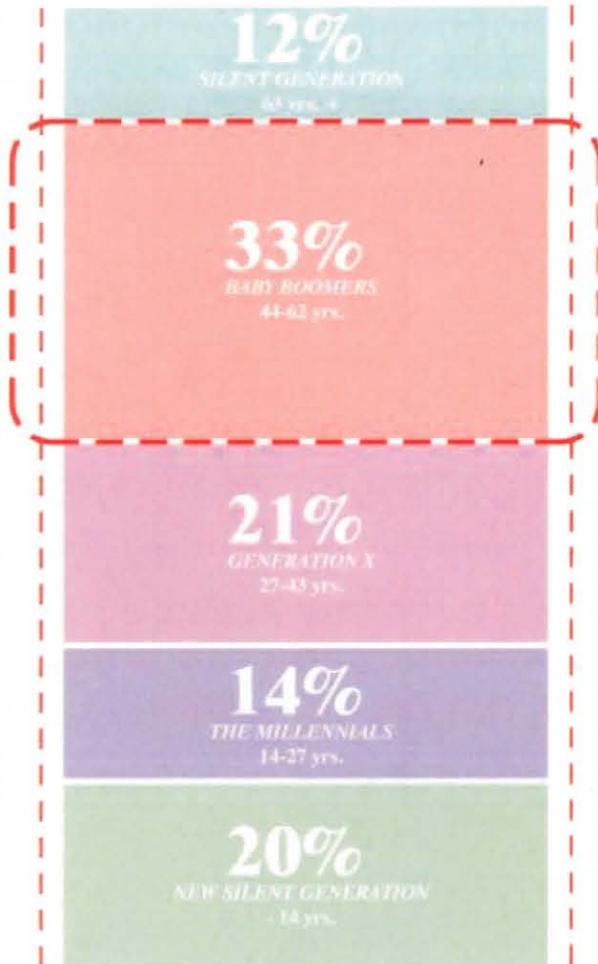
The younger Boomers (ages 44-52) are approaching an age of retirement, but in a drastically different era than the older cohorts. These individuals live through different means, under alternative economic, political, and social conditions.

This overwhelming population has been characterized as being individual, eclectic, and ideologically distinct, defined by some of the most trying moments of our nation's history.

In a time when retirement is no longer easily attainable, average lifespan is increasing, and a greater need exists for members of this population to continue to work, a demand for alternative active living amongst the younger cohort starts to present itself.



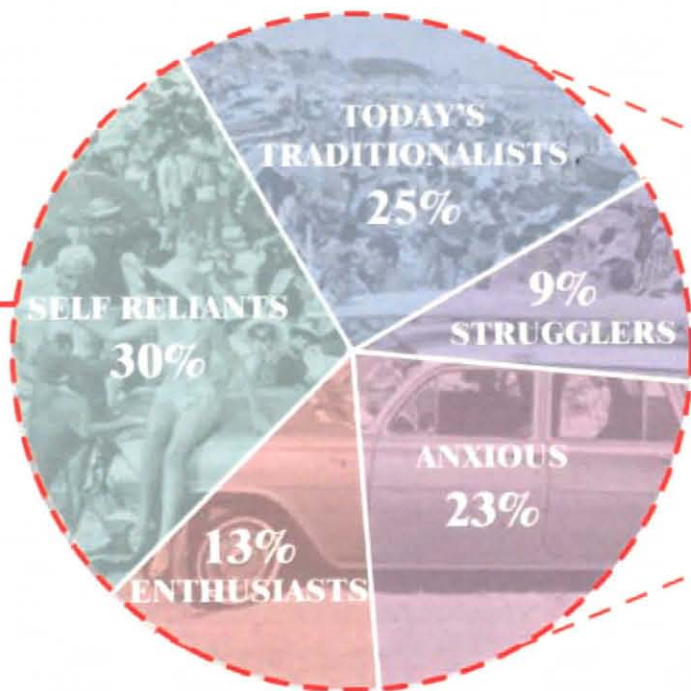
## baby boomers



**78 MILLION  
AMERICANS**

Soft data, such as personal preference and attitude, is used to inform program, site, and other information necessary towards establishing Active Adult Communities. This information is done through genealogic research and preferential surveys applied towards the target population.





### STRUGGLERS

LOWEST INCOME GROUP  
DISPROPORTIONATELY FEMALE

- No money in savings
- Not satisfied with retirement savings amount
- Current needs outweigh desire to save for retirement

### ANXIOUS

LIMITED INCOME  
APPREHENSIVE ABOUT FUTURE  
EXPECT TO KEEP WORKING

- Pessimistic about retirement
- Not satisfied with current savings for retirement
- Concerned about health care coverage

### ENTHUSIASTS

PLENTY OF MONEY  
EAGER TO RETIRE

- Do not plan to work at all in retirement
- Optimistic about retirement years
- Cannot wait to retire

### SELF RELIANTS

HIGHEST INCOME  
HIGHEST EDUCATION  
AGGRESSIVELY INVESTING

- Currently investing in range of investment approaches
- Confident about retirement income
- Plan to work part time mainly for interest or enjoyment

### TRADITIONALISTS

STRONG SENSE OF CONFIDENCE  
TRUST IN SOCIAL PROGRAMS

- Confident Social Security will be available
- Confident Medicare will be available
- Plan to work during retirement

## baby boomers

	Total Qualified (N=1814)	41-49 years (N=575) a	50-59 years (N=613) b	60-69 years (N=626) c	Affected by SS, 41-54 years (N=861) d	Unaffected by SS, 55-69 years (N=953) e
<b>Gender:</b>						
Male	49%	44%	53%	54% a	47%	53%
Female	51%	56% c	47%	46%	53%	47%
<b>Age:</b>						
Mean age in years	53.1	45.1	54.3 a	63.9 ab	47.4	61.4 d
<b>Income: **</b>						
Less than \$35,000	28%	28%	29%	29%	26%	30%
\$35,000 - \$74,999	32%	34% c	34% c	27%	34% b	28%
\$75,000 - \$124,999	18%	22% b	15%	15%	20% a	14%
\$125,000 or more	8%	8% c	10% c	5%	8%	7%
<b>Education*:</b>						
High school or less	28%	25%	31% a	31% a	26%	32% d
Some college	26%	28% b	23%	28% b	26%	26%
College degree (4-year)	19%	20%	18%	17%	21%	18%
Post graduate	19%	19%	20%	20%	18%	21%
<b>Employment:</b>						
Full time	45%	59% bc	48% c	17%	59% e	24%
Part time	12%	12%	8%	16% c	10%	14%
Self-employed	14%	14%	16%	12%	16%	12%
Not employed	9%	11% c	11% c	3%	11%	7%
Student	2%	3%	1%	0%	2%	1%
Homemaker	7%	10% b	5%	6%	8%	10%
Retired	23%	3%	19% a	59% ab	6%	49% d

[statistic]

Hard data is utilized in combination with preferential research and further interpreted into community design. Race, education, and income level are some types of such information. Age group cohorts are compared amongst one another to determine marketability strategies towards the subgroup which best fits the selling points of a certain Active Adult Community.

Eventually, concrete programs are determined from this process, and subsequently interpreted into real form within a developed community. This information is translated into the complete design of the community; from small-scale elements of the single-family home to extensive amenity and transportational planning.



	Total Qualified (N=1814)	41-49 years (N=575)	50-59 years (N=613)	60-69 years (N=626)	Affected by SS, 41-54 years (N=861)	Unaffected by SS, 55-69 years (N=953)
		a	b	c	d	e
<b>Marital Status:</b>						
Single, never married	15%	22% bc	12%	9%	20% e	9%
Married	53%	50%	50%	61% ab	49%	57% d
Living with partner	6%	8% c	7%	3%	7%	4%
Divorced	19%	16%	25% a	18%	19%	21%
Separated/Widowed	7%	4%	7%	9%	5%	8%
<b>Has children:</b>						
Yes	69%	61%	71% a	81% ab	64%	77% d
<b>Race:**</b>						
White	79%	86%	81% a	94% ab	68%	94% d
Black/African American	9%	15% c	10% c	1%	15% e	1%
Hispanic	8%	14% ab	6% b	0%	13% e	0%
Other race	1%	2%	2%	2%	2%	2%
<b>Region:</b>						
Northeast	25%	26%	25%	22%	27%	22%
Southeast	6%	7%	6%	4%	7%	5%
Florida	8%	6%	8%	11%	7%	9%
Great Lakes	21%	17%	24%	24%	19%	25%
Texas	6%	6%	6%	7%	6%	6%
Rocky Mountain	11%	12%	12%	9%	11%	12%
Arizona	4%	6%	4%	4%	5%	4%
Nevada	5%	6%	5%	4%	6%	5%
Northern California	7%	7%	6%	8%	6%	7%
Southern California	6%	7%	5%	7%	6%	6%

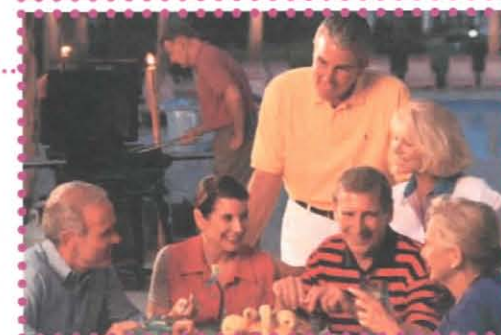
Data from a, b, c, and d tested for significant differences



[A]



[B]

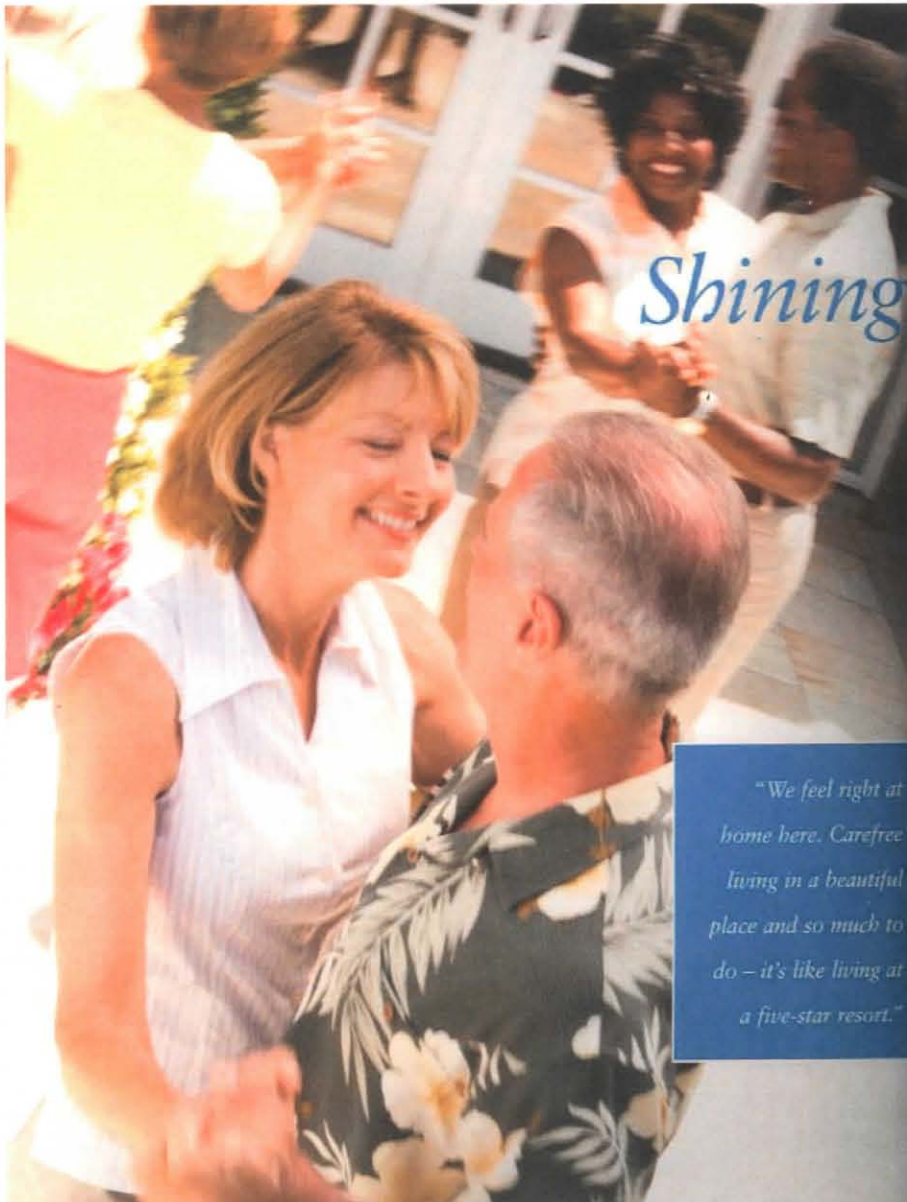


[C]

[program]







## problem

While providing a marketable, popular, and economically successful municipal entity, Sun Cities and Active Adult Communities manifest problems.

Through their strict planning, restrictive ordering, and operative rules, these communities produce issues of;

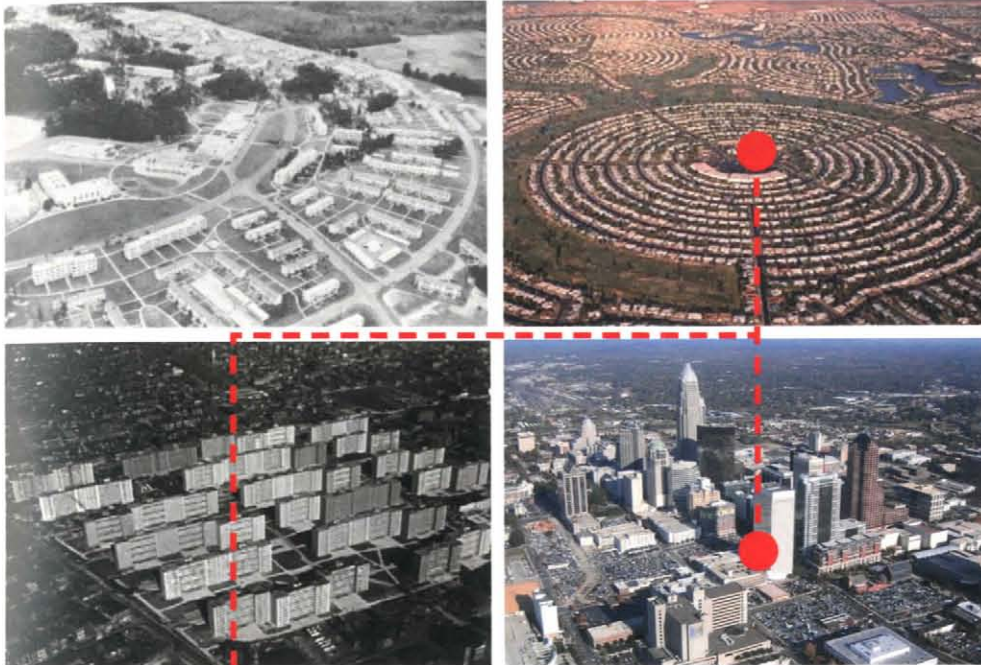
**[population segregation]**

**[formal homogeneity]**

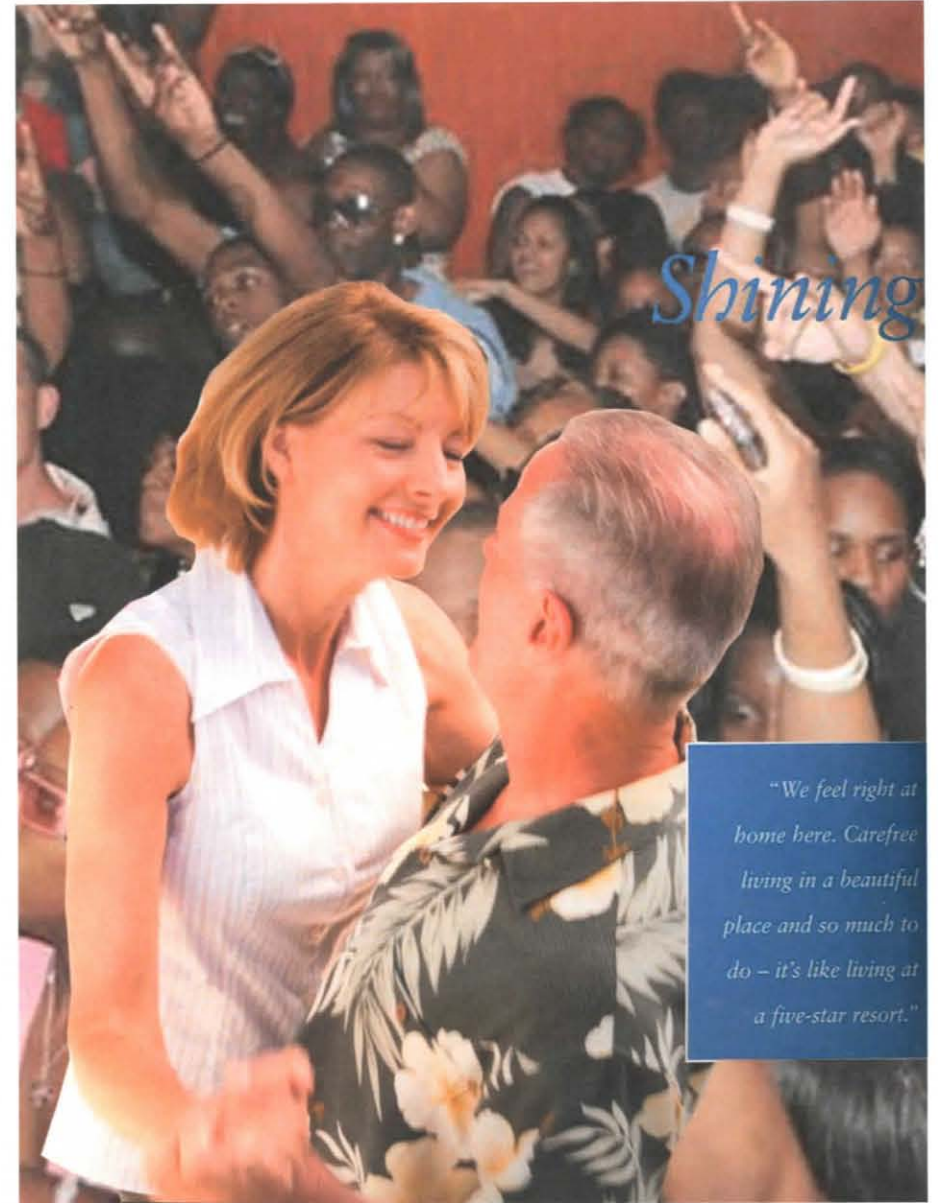
**[discouraged density]**

**[programmatic disconnect]**

The Active Adult Community and Sun City, USA have developed in a fashion that disregards principles of healthy urban growth, integration, density, and variation.



[suburb]  
[city]



*"We feel right at home here. Carefree living in a beautiful place and so much to do – it's like living at a five-star resort."*







Active Adult Communities encourage the separation of their inhabitants from the rest of society, creating a reclusive enclave. While this lifestyle is desired by many, it promotes an un-integrated atmosphere while discouraging the interaction of alternate populations. Displacing them from an urban context neglects natural integration, while favoring a certain economic and racial demographic.

**[segregation]**





A repetitive consistency in AAC streetscape results from a typically applied technique of planning. Curved streets and a discomformity from a grid gives the human scale some variation, yet a false diversity in building types. Though marketed as being unique in their features, the individual home and the community as a whole lacks formal diversity.



[homogeneity]





A complete lack of density within these communities is caused through their fore-mentioned separation and market factors, primarily serving those who seek a seclusive lifestyle. The resulting condition is one of disconnect and transportational inconvenience for a community's residents.

**[discouraged density]**



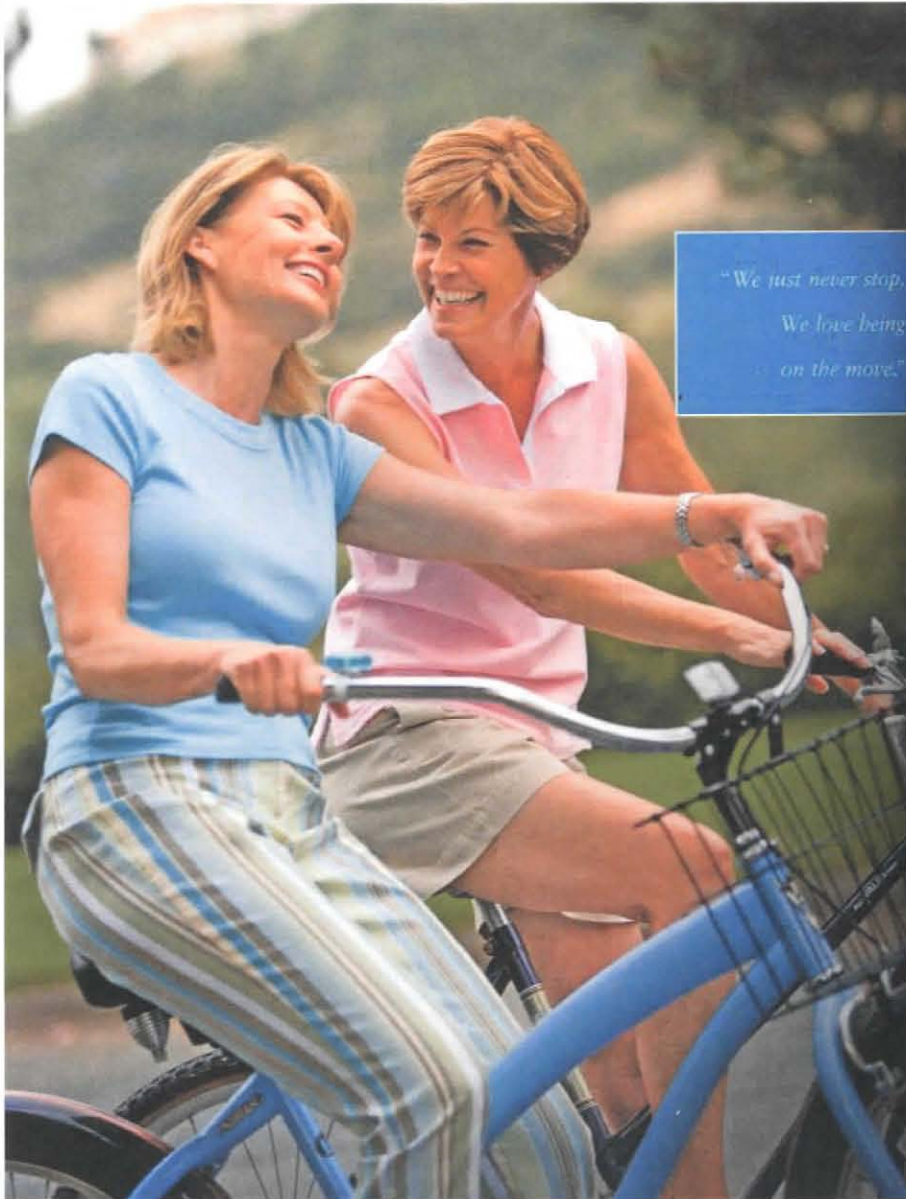
Through the consolidation of amenities, the AAC displaces program from its natural state, resulting in an artificial application unbeknownst to its user. While providing programs common to a normal city, they exist in a manufactured atmosphere, based off of necessity and market research, displaced from their normal urban context. A sidewalk is no longer a sidewalk, it is a walking trail.



**[program disconnect]**







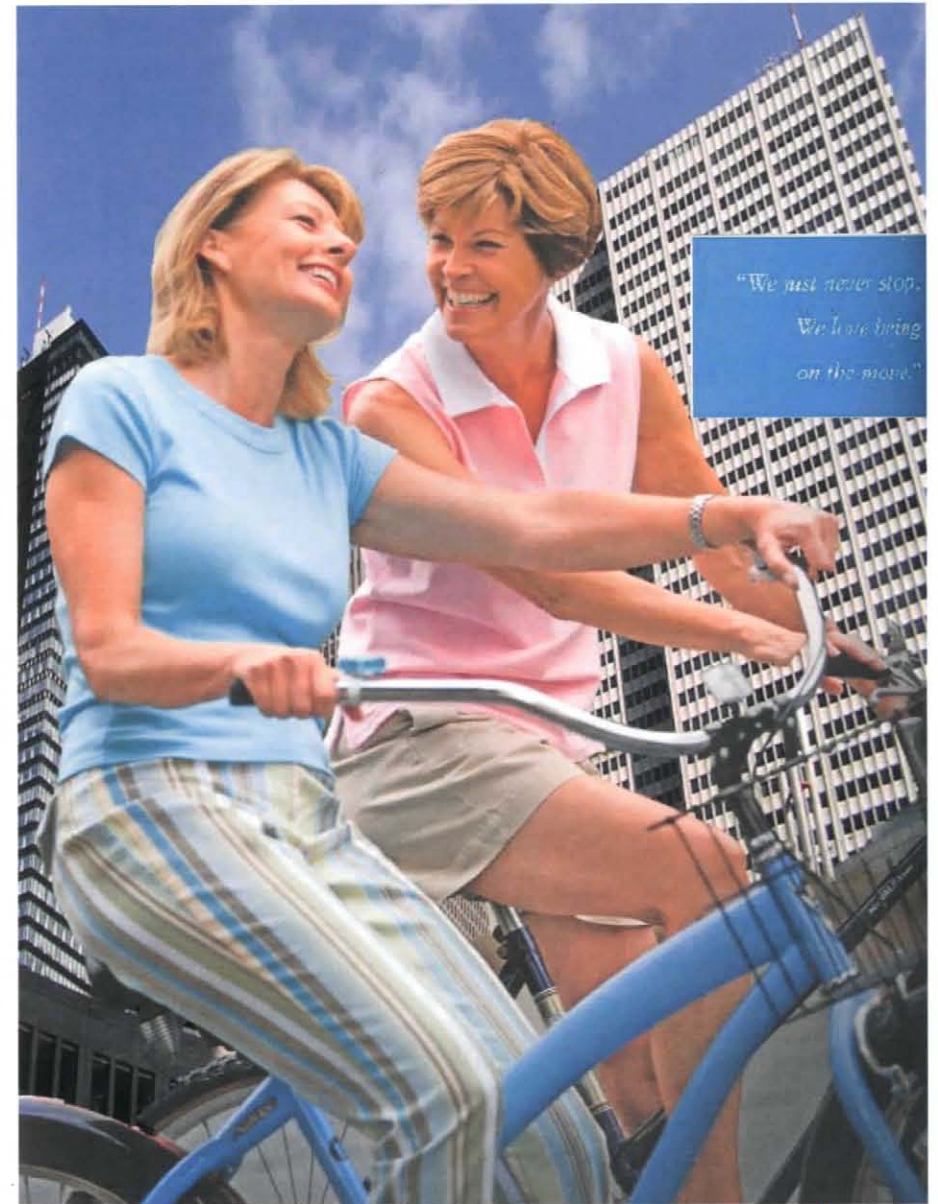
## contention

Program will be the driving factor of this project. Through analyzing the array of program within today's Sun Cities and researching demographic information in relation to the target market, a set of program for the proposed community can be deduced.

Program can additionally be manipulated through looking at the amenity set in a given urban area, to inform site selection and encourage community-city engagement. Baby Boomers investing in Sun Cities have interests and tendencies that aren't addressed in communities today. Yet, within an urban setting, such opportunities become more available through this pre-existing set of surrounding opportunity.

The primary characteristics of the Sun City, USA can be defined through the specific study of particular examples with the understanding of a Sun City as compared to Active Adult Communities. Developments in Illinois, Georgia, and South Carolina will be analyzed in order to further define the enclave typology while seeking to translate it into the urban realm.

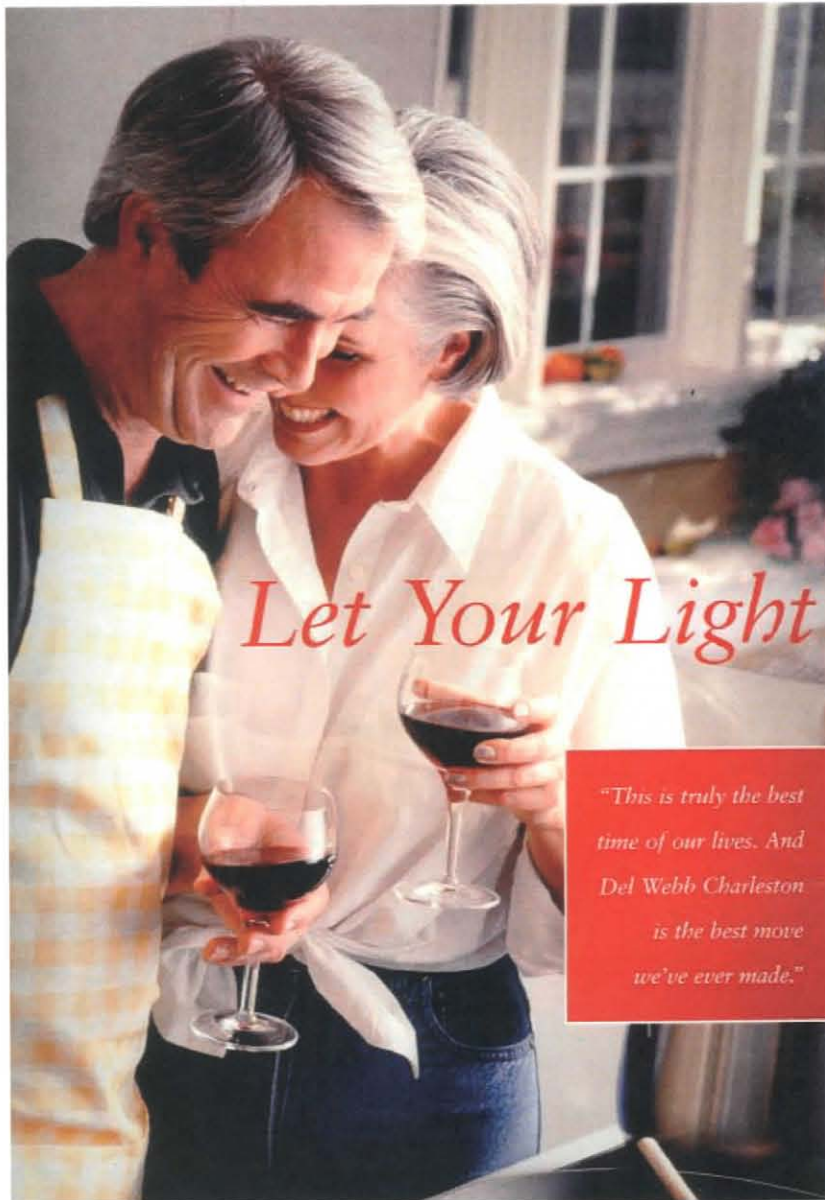
With a set of programs alternative to existing Sun Cities, further demographic trends and urban analysis informs the project's site. An area with strong connectivity to infrastructure, opportunity for growth, and array of surrounding amenities is necessary to this project. The site is integral in responding to the fore-mentioned problems of today's Sun City.



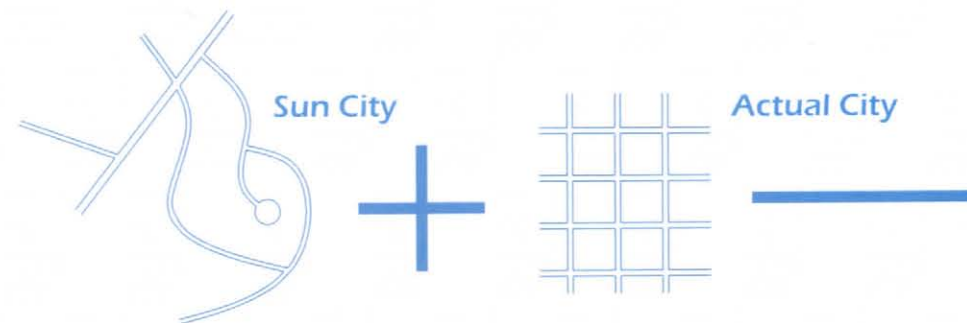
*"We just never stop.  
We are living  
on the move."*







Through the progression of this community type to a state of omnipresence, the Sun City amongst Active Adult Communities has become an enclave typology. It is manifested throughout the nation, based from a fundamental ideology, while constantly conforming to changing patterns of living amongst its primary residents; the older Baby Boomer cohort.

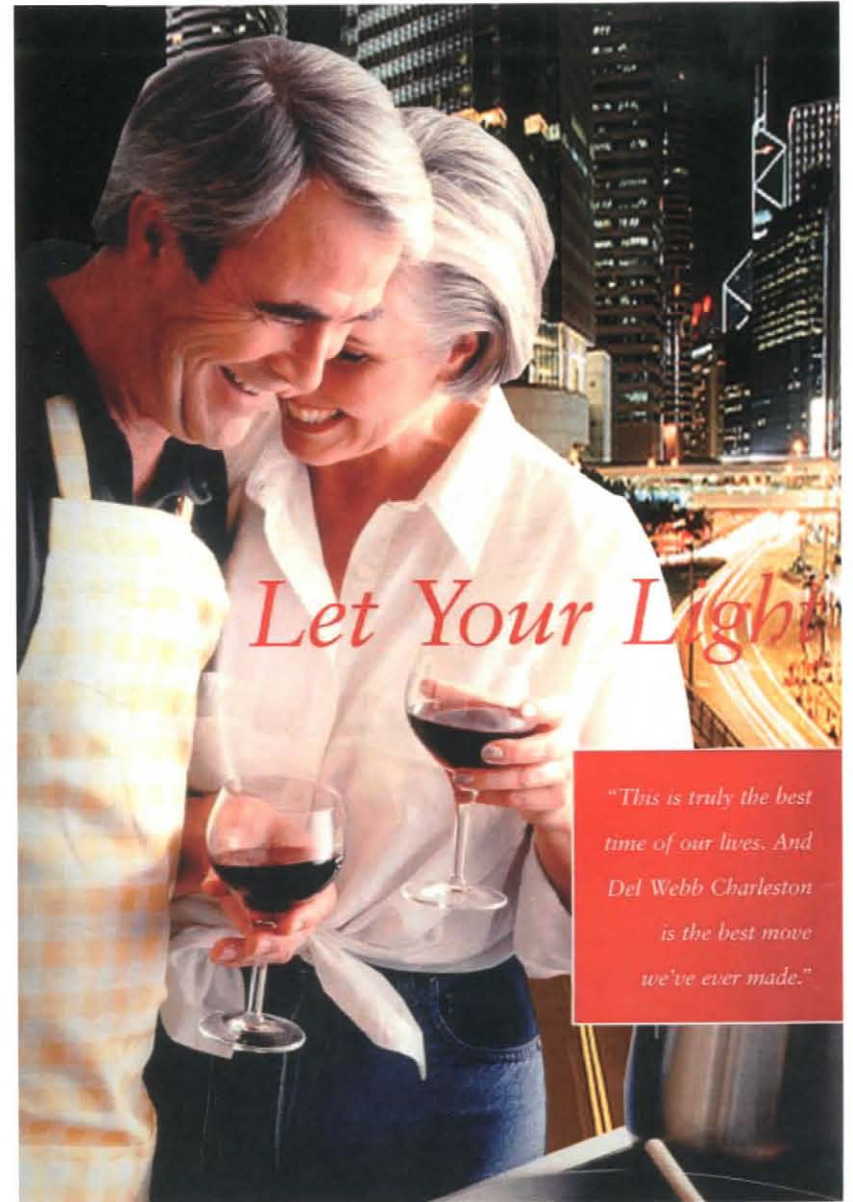




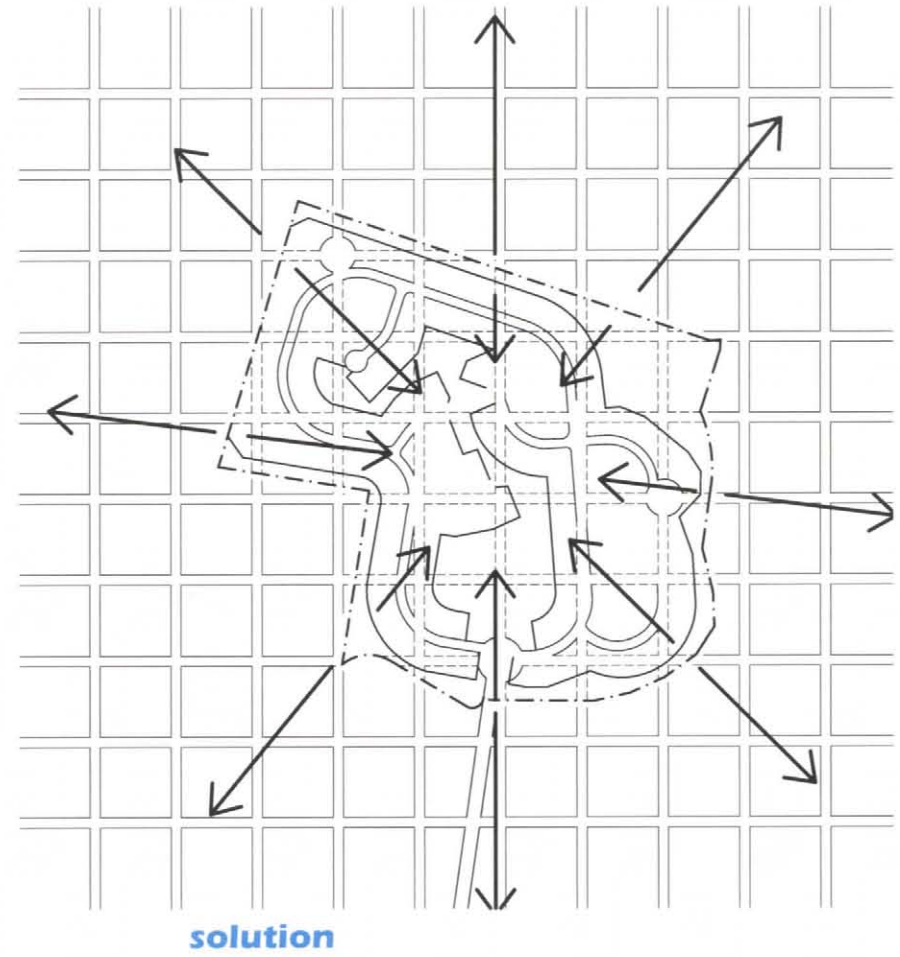
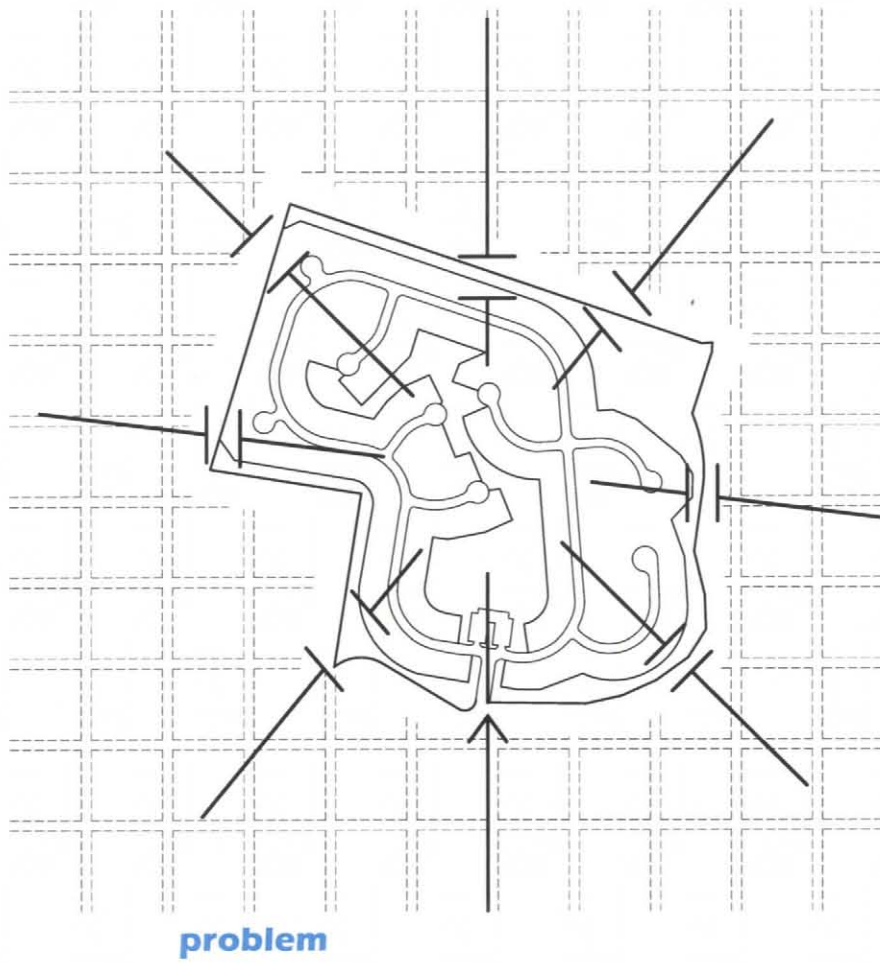
This thesis is an alternative to the current "Sun City" community for the upcoming retirees; the younger cohort of the Baby Boomers who seek a type of living dissimilar from their predecessors. It will be realized in the contemporary American metropolis, reintegrating the separative enclave within an environment currently foreign to the type.



Project .....



*"This is truly the best  
time of our lives. And  
Del Webb Charleston  
is the best move  
we've ever made."*



background

problem

contention

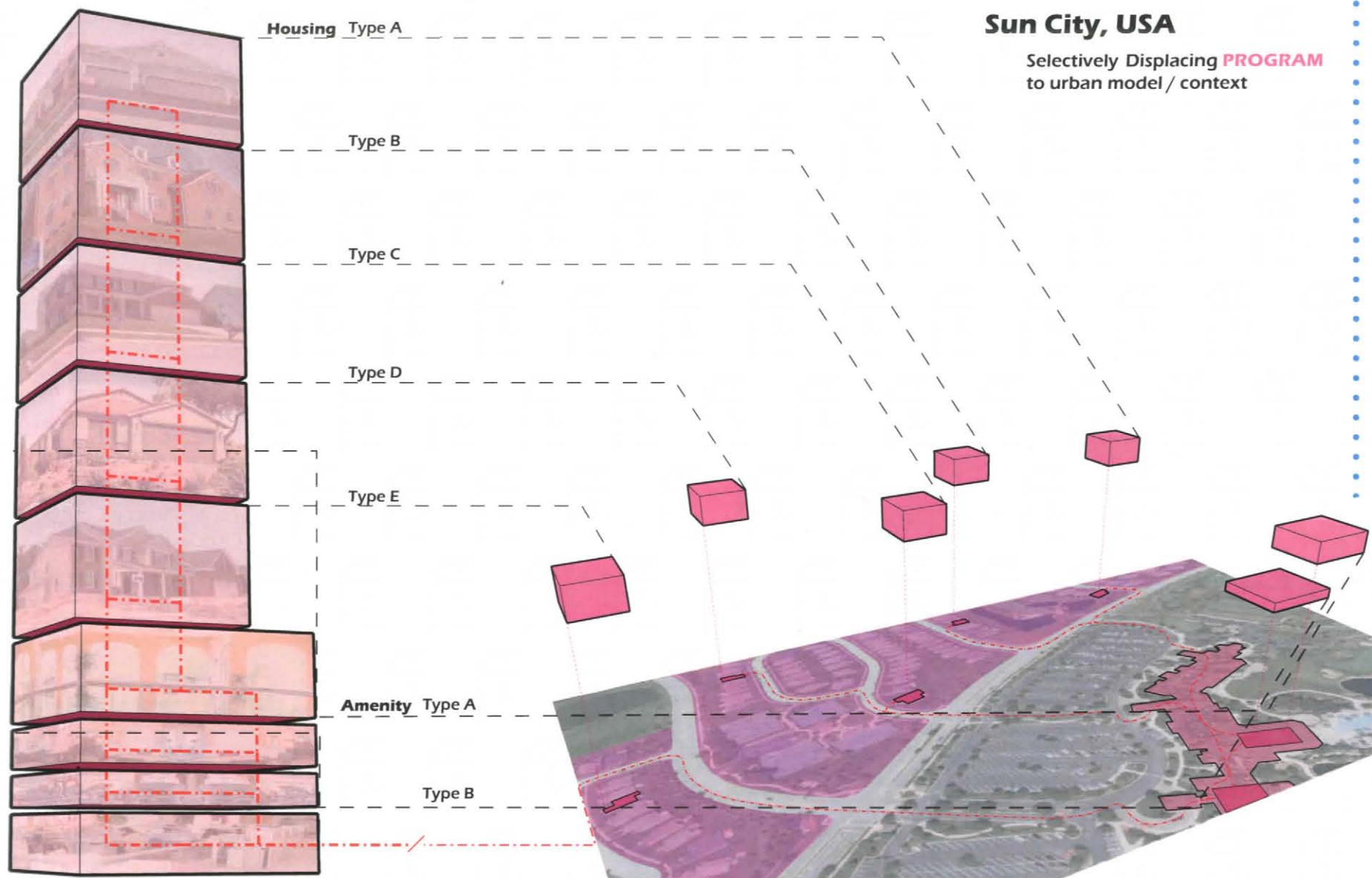
research

program

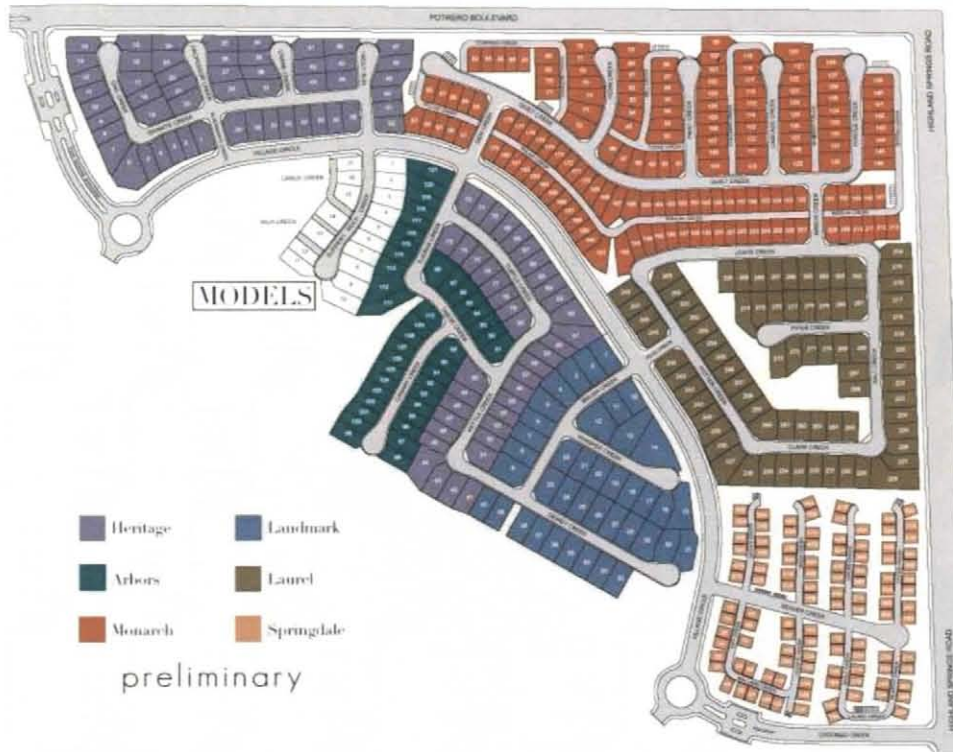
precedent

site





## AAC case study



## research

10 amenities  
200 homes

### Four Seasons at Beaumont\_Hovnanian Enterprises Riverside County, CA

- 55 mi. > Anaheim
- 75 mi. > Los Angeles
- 1/2 mi from I-10

#### On-Site Amenities;

- Spa
- Fitness Center
- Restaurant
- Recreation Center
- Tennis/Bocce Courts
- Outdoor/Indoor Pool
- Nature Trails



background

problem

contention

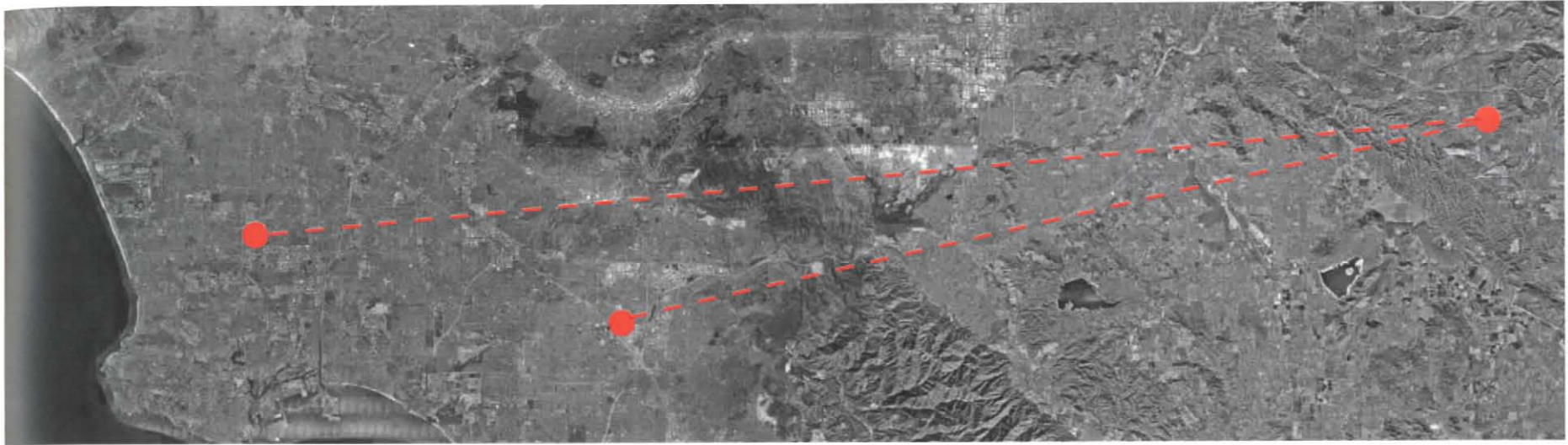
research

program

precedent

site





- ~200 single family homes
- 13 different home models
- All units one story, 2-3 BRs / 2 Baths, 1444 - 2775 sq ft
- \$197,250 - \$334,669





## AAC case study

7 amenities  
190 homes



### The Villages at Mt. Sinai Park\_Pulte Homes Mt. Sinai, NY

-45 mi. > New York City

On-Site Amenities;  
-Fitness/Rec Center  
-Indoor/Outdoor Pool  
-Community Center



background

problem

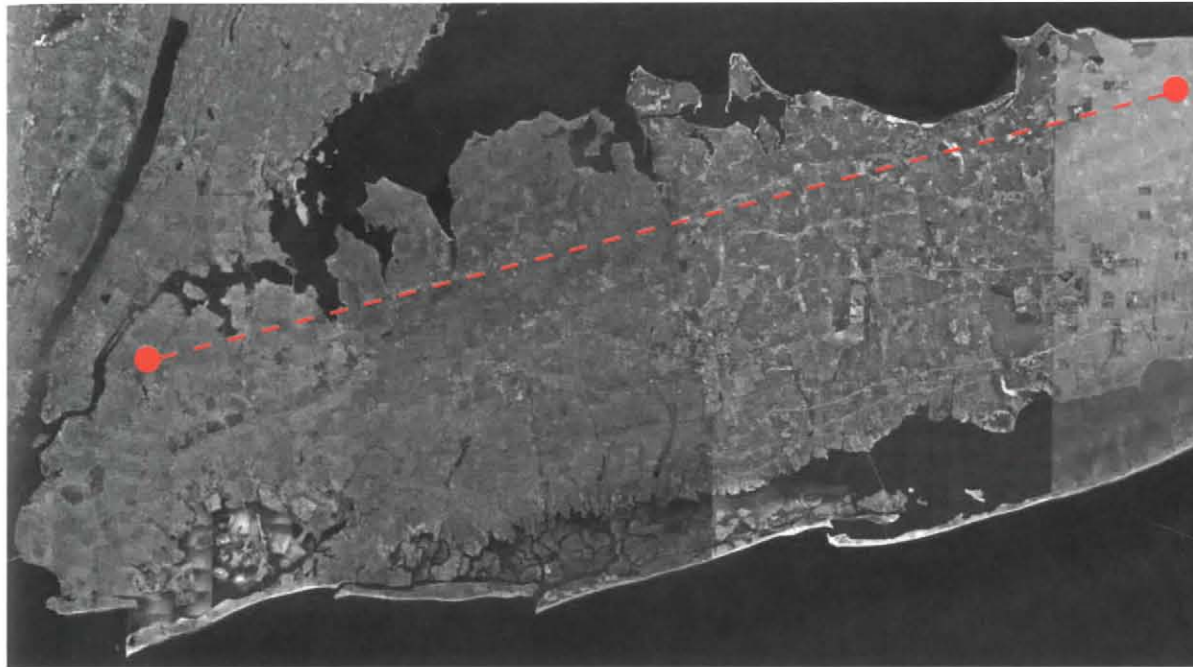
contention

research

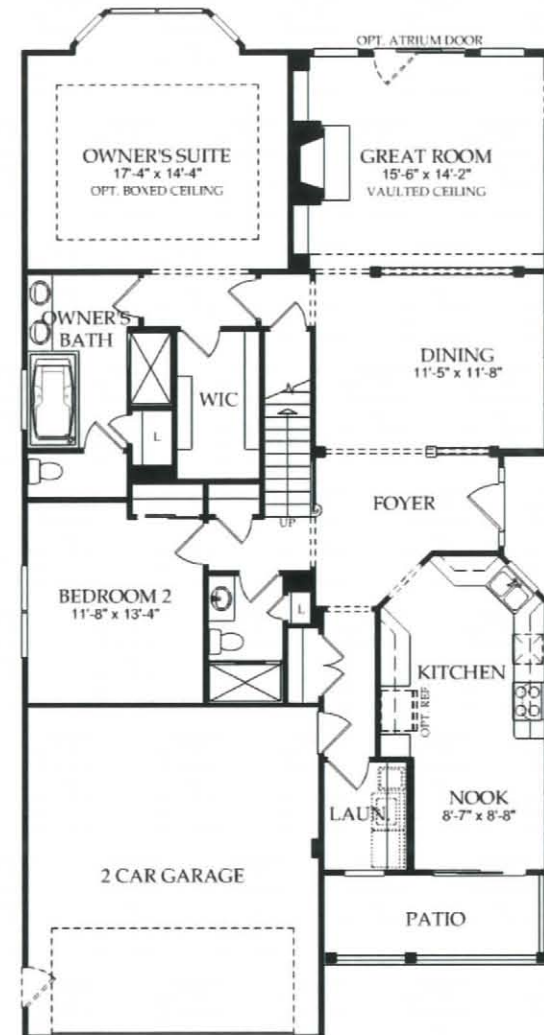
program

precedent

site



- ~190 single family homes
- 3 different home models
- All units one story, 2-4 BRs/ 2-3 Baths, 1700 - 3600 sq ft
- \$499,000 - \$745,000





## AAC case study



### Spring Hill\_Pulte Homes Lorton, VA

- 17 mi. > Washington DC
- direct access to golf course
- 1/4 mile from I-95

9 amenities  
150 homes

#### On-Site Amenities;

- Fitness / Rec Center
- Community Center
- Tennis / Bocce Courts
- Walking Trails
- Visitor's Playground



background

problem

contention

research

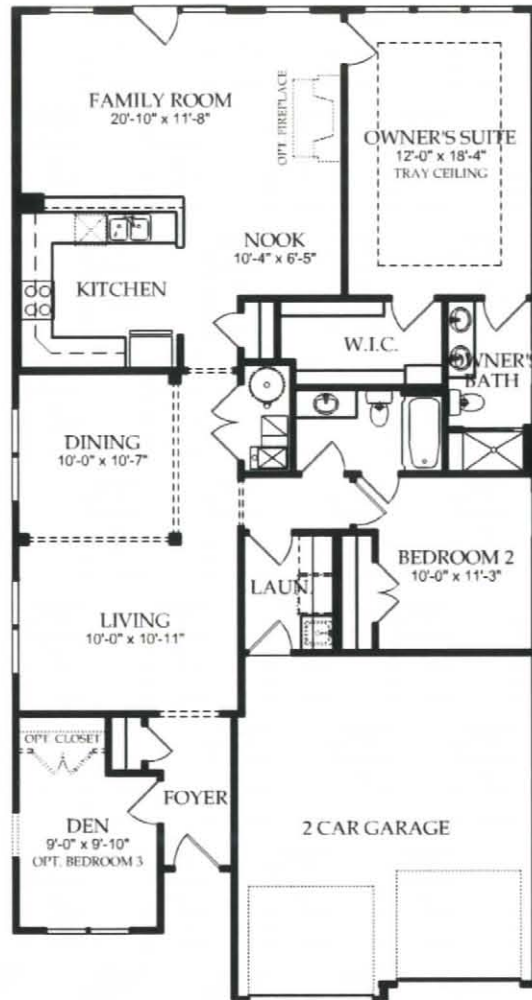
program

precedent

site



- ~ 150 single family homes
- 30 villa types
- 6 condominium blocks
- All units one story, 2-3 BRs / 2-3 Baths, 1650 - 2500 sq ft
- \$405,000 - 439,000

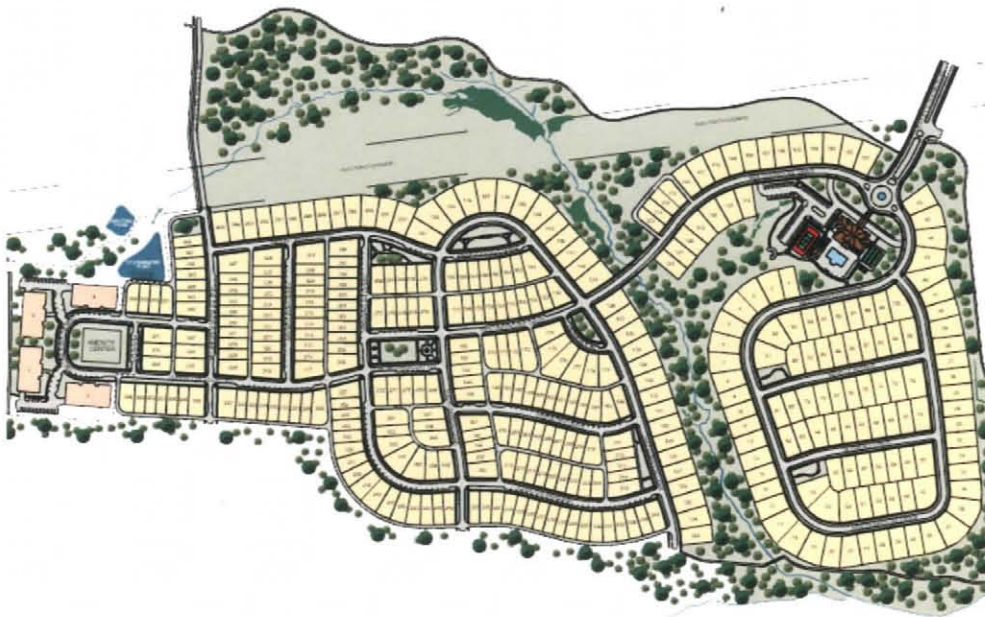




## AAC case study

**5 amenities**

**360 homes**



**Four Seasons at Bailey's Glen** \_Hovnanian Enterprises  
Cornelius, NC

-17 mi. > Charlotte  
-to begin Spring 2009

-connected to Lake Norman nearby  
shopping village, golfclub, and  
marina

On-Site Amenities;

- Clubhouse
- Indoor / Outdoor Pools
- Tennis / Bocce Courts



background

problem

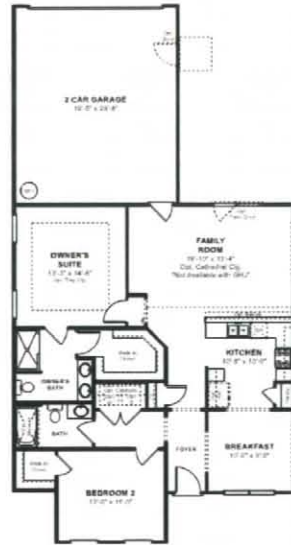
contention

**research**

program

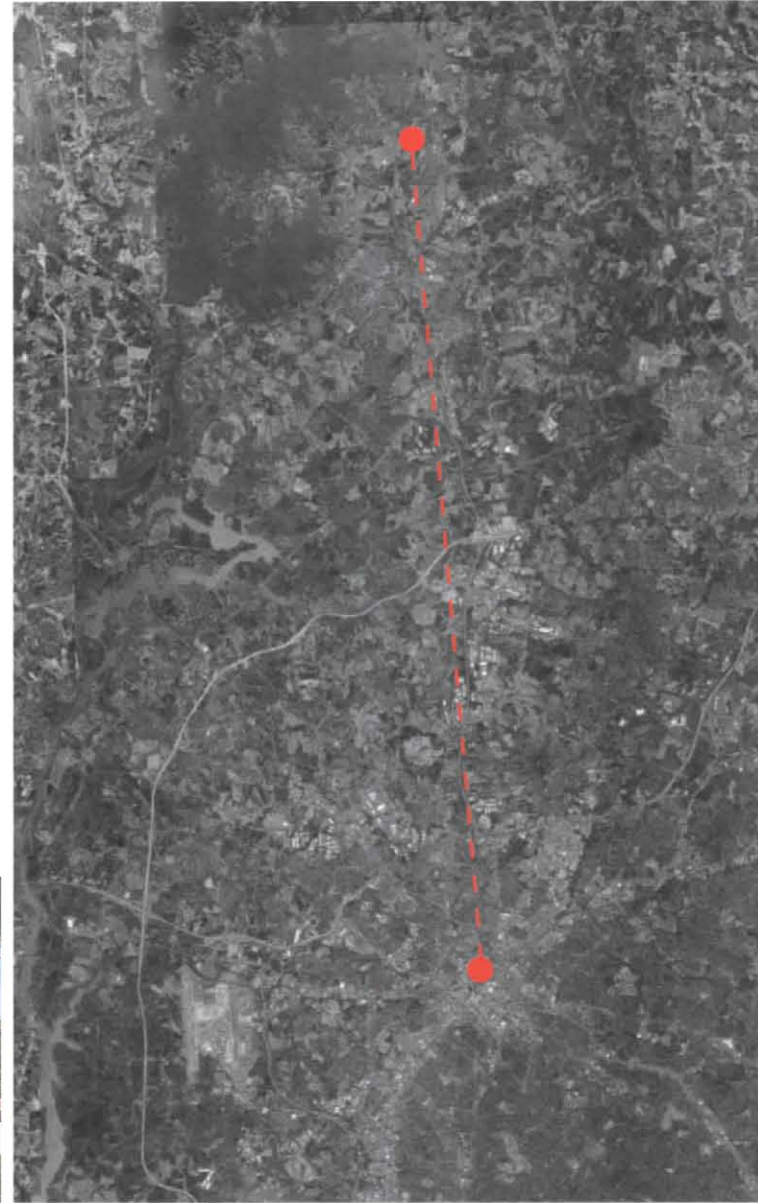
precedent

site



~360 single family homes  
-15 different home models

-All units one story, 2-3 BRs / 2+ Baths, 1271 - 2513 sq ft  
-\$299,900 - \$336,990





## Sun City case study

2200 acres  
43 amenities  
5700 homes



Sun City Huntley, Illinois is the largest Active Adult Community outside of the Sunbelt, and contributes to the existing town of Huntley by accounting for nearly half of its population. Two different community centers, golf course, and variety of neighborhoods and housing types constitute the age-restrictive community.

Direct access to major thoroughfare give it easy automobile transport to O'Hare International Airport and Chicago. While existing as its own distinct entity, Sun City Huntley contributes positively to the surrounding community, through a significant increase in population and stimulated economic support.

background

problem

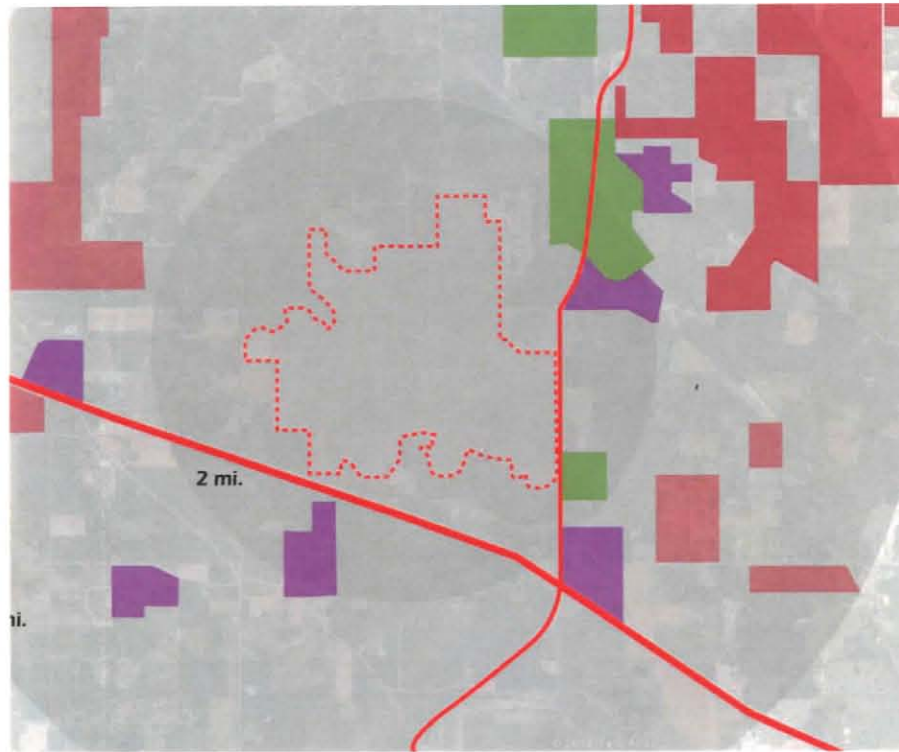
contention

research

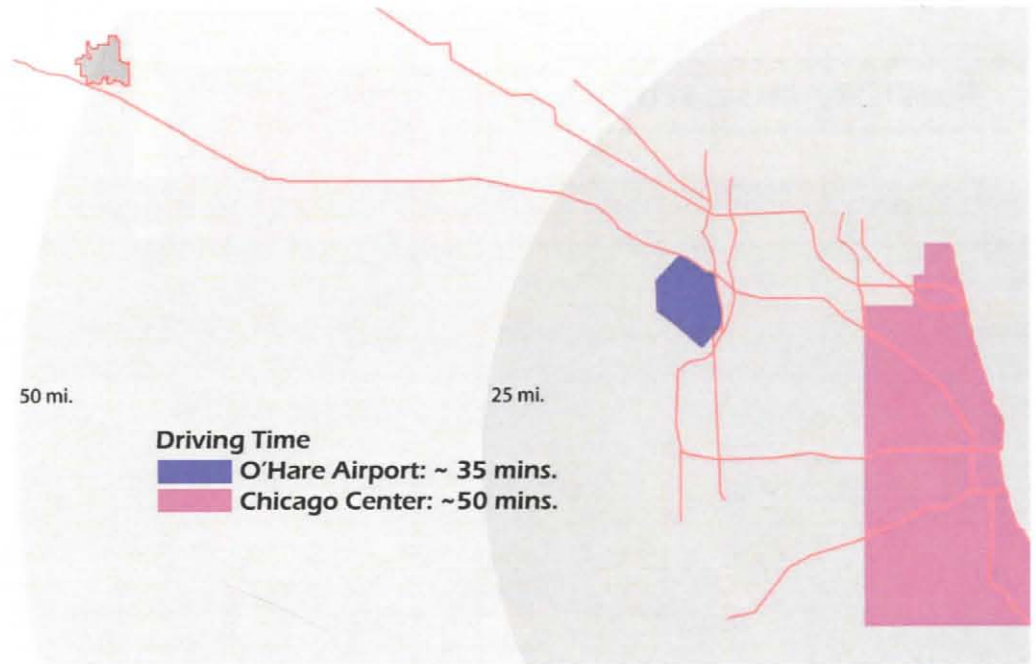
precedent

program

site



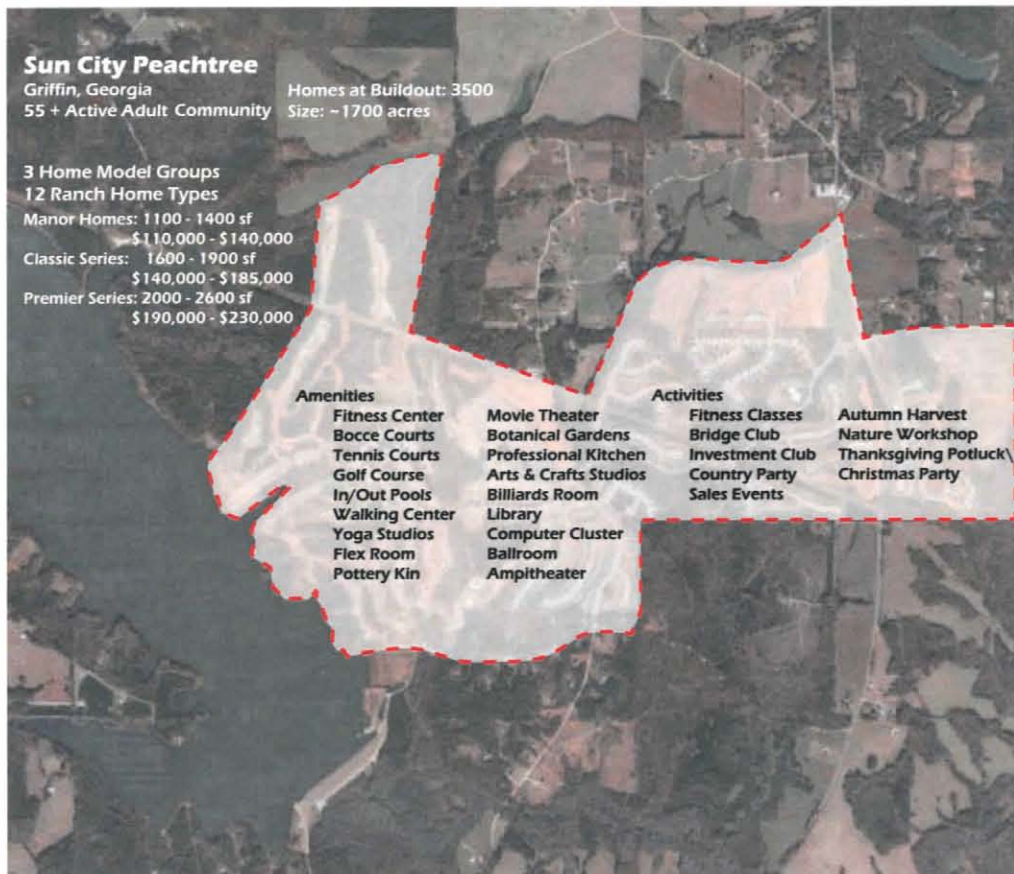
■ Commercial  
■ Manufacturing  
■ Light Residential  
■ Dense Residential





## Sun City case study

1700 acres  
27 amenities  
3500 homes



Sun City Peachtree is set within a diverse community with a more direct connection to a major city within the sunbelt. However, through separating itself in the periphery of the town away from the core of the community, this specific Sun City is able to access a natural water amenity and establish its enclave status.

While being smaller in land area and unit number compared to other Sun Cities, Peachtree favors its accessible situation and waterfront amenity. It's program amount is less extensive in correlation with the community's overall size, and also maintains a dependable connection to a central city.

background

problem

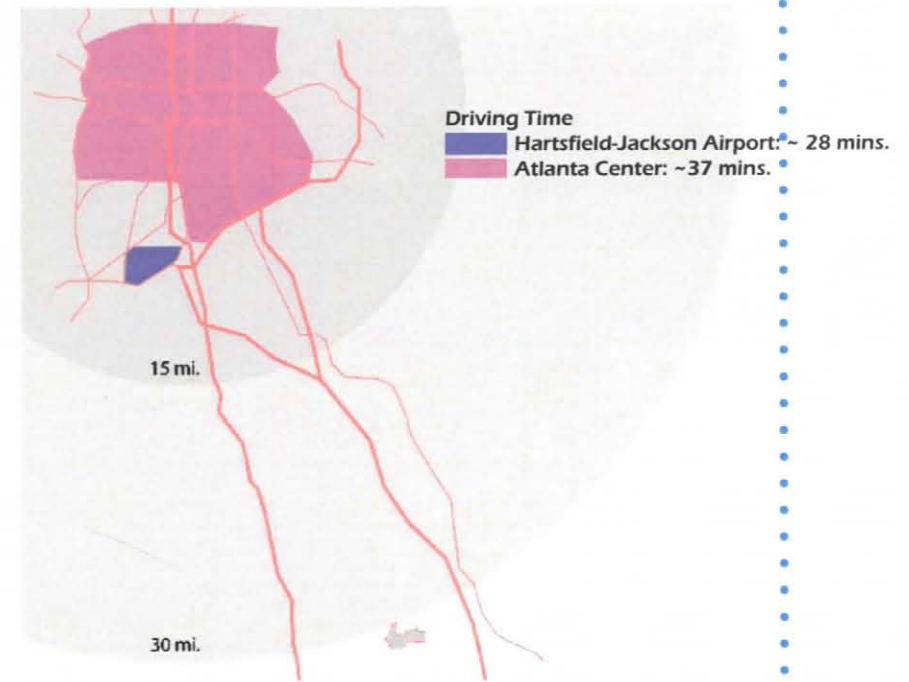
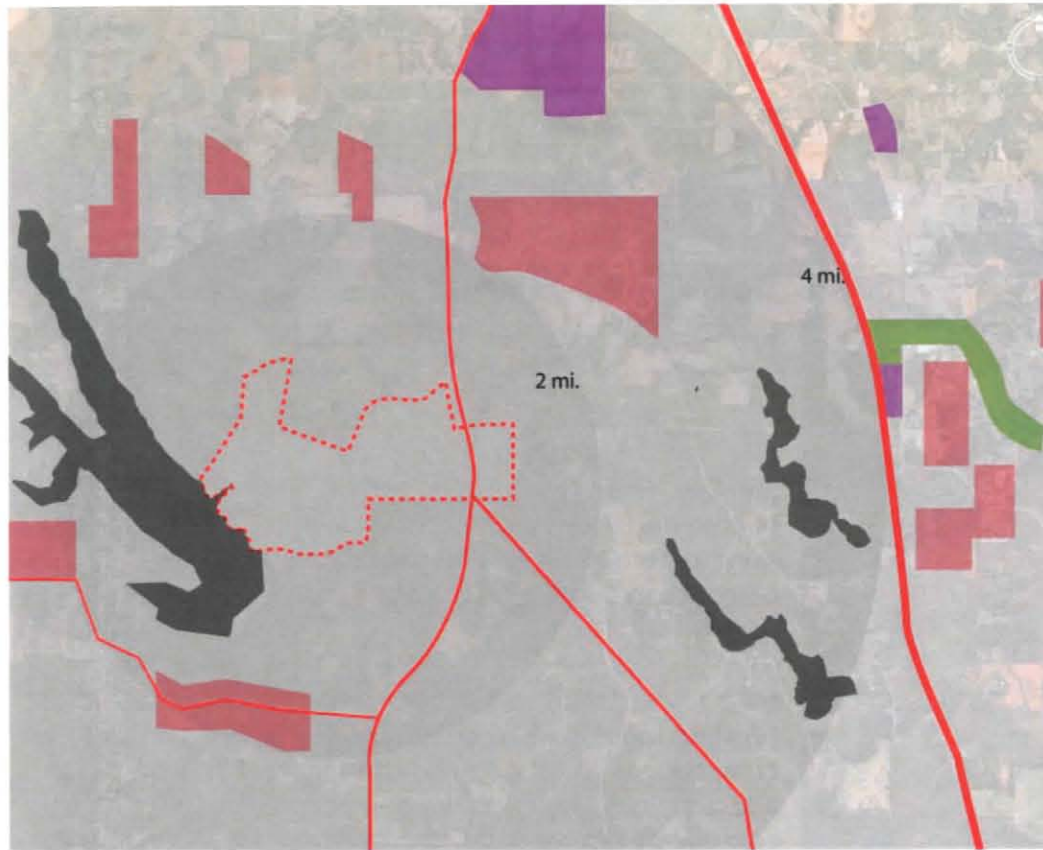
contention

research

program

precedent

site





## Sun City case study

4600 acres  
41 amenities  
6500 homes



Sun City Hilton Head is unique in its array of amenities offered and their complimentary activities. It's housing numbers are in excess of any other comparables, demanding a variety of programs integrated into the community.

Hilton Head is not as well connected to urban markets as Western models are, requiring longer driving times while competing with other gated communities in the area. In addition, its heavy consolidation of amenities within the community further separates itself from the surrounding municipalities.

background

problem

contention

research

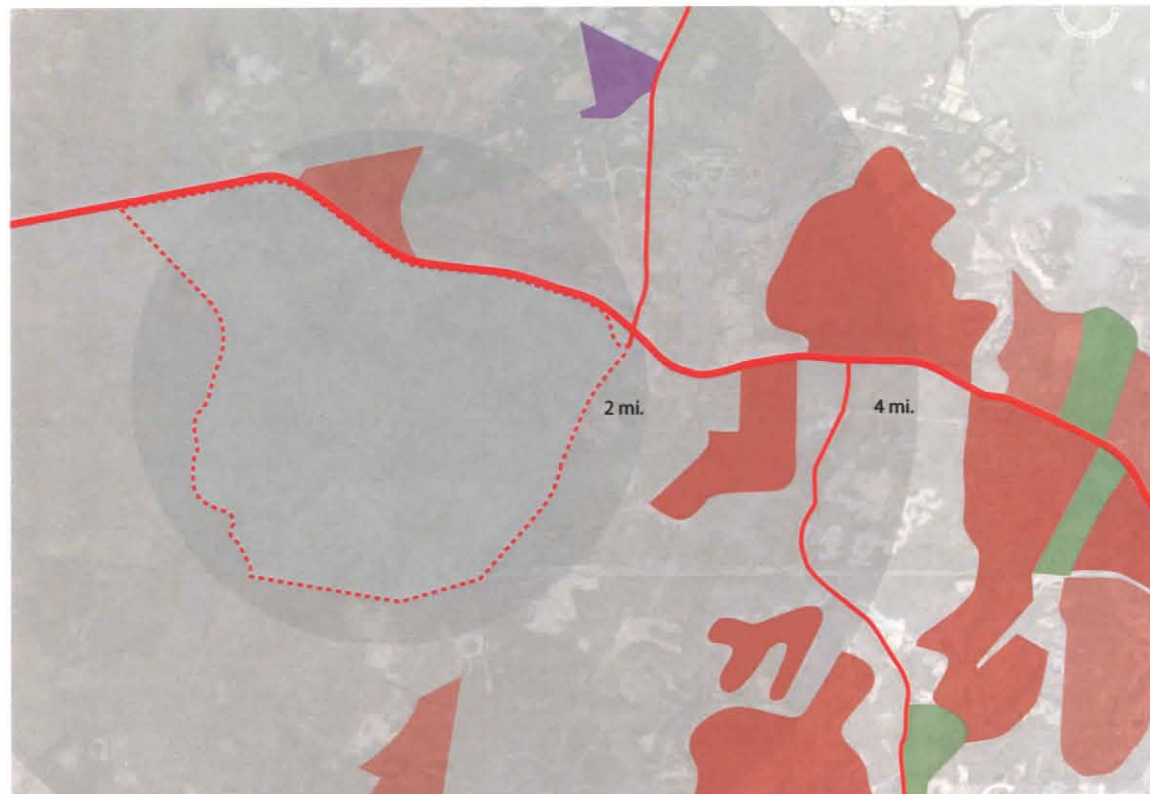
program

precedent

site

**Driving Time**

- Savannah Int'l Airport: ~ 25 mins.
- Savannah City Center: ~ 30 mins.
- Charleston Int'l Airport: ~ 1 hr. 25 mins.
- Charleston City Center: ~ 1 hr. 30 mins.





## Sun City case study

1230 acres  
40 amenities  
3300 homes

### Sun City at Carolina Lakes

Fort Mill, SC  
55+ Active Adult Community  
Size: 1230 Acres, 10 lakes  
3300 Homes at Buildout  
First Del Webb Central Carolina  
Community  
33 Ranch Home Types  
Homes from: 1150 - 2600 sf  
\$180,000 - \$386,000

#### Amenities

Golf Course  
Dining Room  
Pro Shop  
Fitness Center  
Indoor Lap Pool  
Whirlpool  
Walking Track  
Ballroom  
Classrooms  
Coffee Shop  
Fitness Studios

Meeting Rooms  
2 Outdoor Pools  
Billiards Room  
Facilities for:  
Tennis  
Basketball  
Croquet  
Bocce  
Volleyball  
Cafe  
Workshop

#### Activities

Sport Instruction  
Team Sports  
Competitions  
Special Events  
Group Parties  
Educational  
Lectures

Organized Trips  
Special Interest Clubs  
and Classes  
Volunteer Opportunities  
Community Projects

The most well connected community out of these specific comparables sits closely outside one of the fastest growing Sunbelt cities of Charlotte, NC. In this light, it markets this favorable situation towards potential investors, selling a lifestyle potentially ingrained in a metropolitan atmosphere.

Compared to other Sun Cities, Carolina Lakes has a high amenity to residence ratio, while occupying a tighter and unique area. Its extensive amenity and activity set, adjacency to Catawba River and rt. 75, as well as a connection to a growing center of economy and social activity, makes this Sun City's situation and diversity especially unique.

background

problem

contention

research

program

precedent

site

Driving Time  
Charlotte-Douglass Airport: ~ 20 mins.  
Charlotte Center: ~ 23 mins.



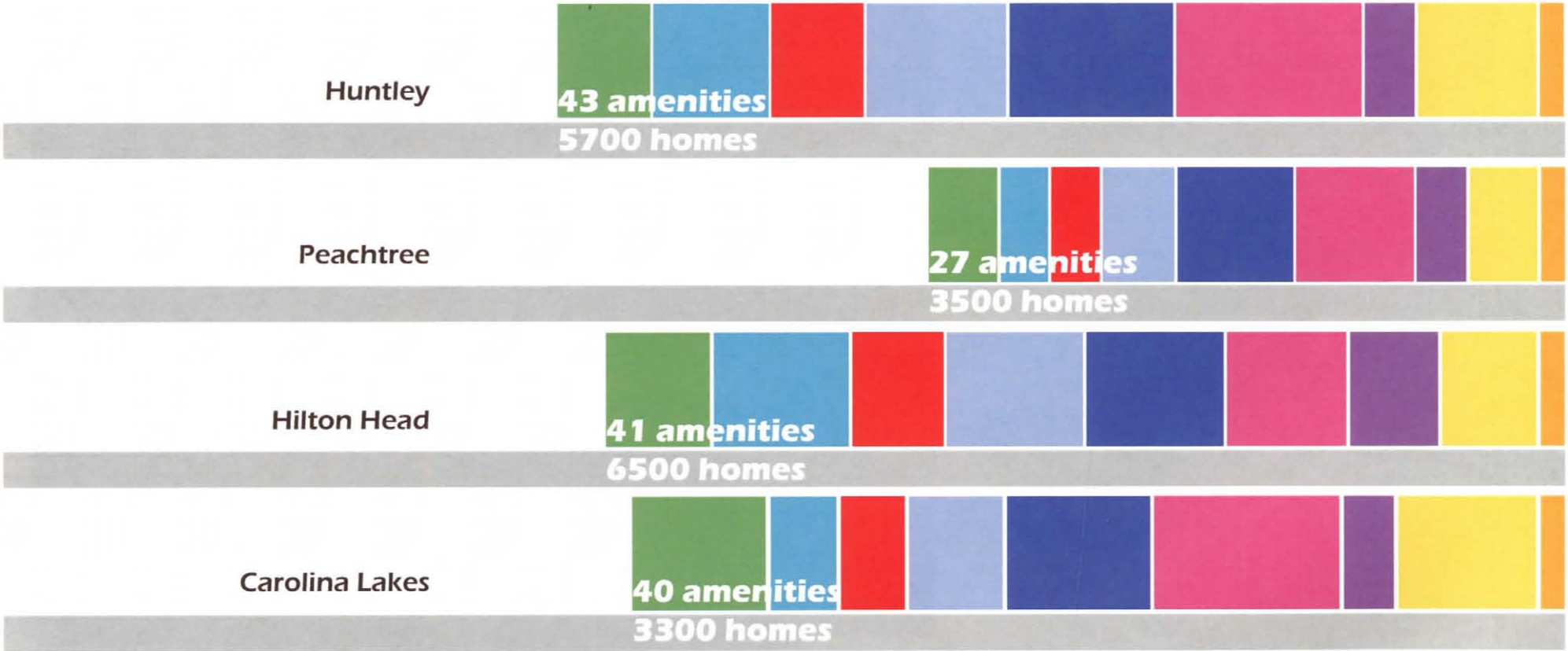


Sun City vs. AAC



Project Program

Sun Cities

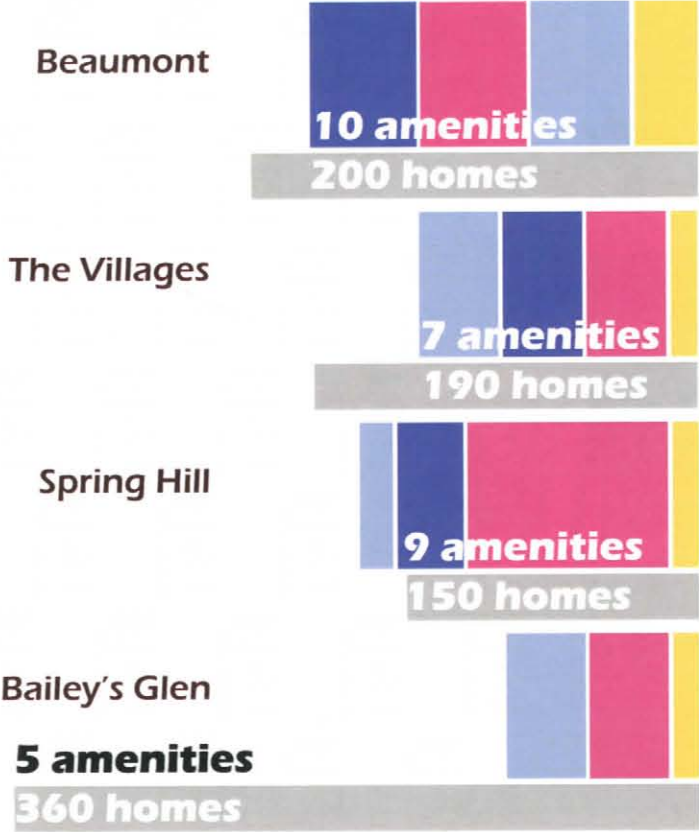


The most defining element that sets apart “Sun Cities” from the general type of the Active Adult Community is its obvious difference in size.

Sun Cities hold a vast amount of amenities, residence types, and overall residential units compared to their general community counterparts. The foundational success of the Arizona 1960’s model is the reason for this persistence in scale, reflecting the ability to build big under a traditional marketing strategy.

Community density is very comparable between the two as well, giving each unit the spacious feel of a detached-home lot while tightly packing properties within the master plan.

**AACs**





## Respondent Ages

  
– **44-52**  
– **53-62**  
– **63-72****Pulte Homes Baby Boomers Study**

The following demographics were found through a 2005 market survey and study. The primary purpose is to understand the opinions and characteristics of this generation towards the current and future housing market.

The study was conducted online with a national sample drawn from the Harris Poll Online panel of respondents. 1814 interviews were collected from April 14 to April 20, 2005. Qualified respondents include those who are US residents of both genders born from 1936-1964 (ages 44-72).

Such analyses are used to directly influence the design of Active Adult Communities and Sun Cities. Information towards programmatic preference, opinions regarding the layout and features of the home, and financial capabilities are used to determine community amenity, residential design, and marketing techniques.

In this case, statistical data will be used to inform program unique from the fore-mentioned instances, using the preferences of the younger cohort for alternative programmatic elements.

## Relocation

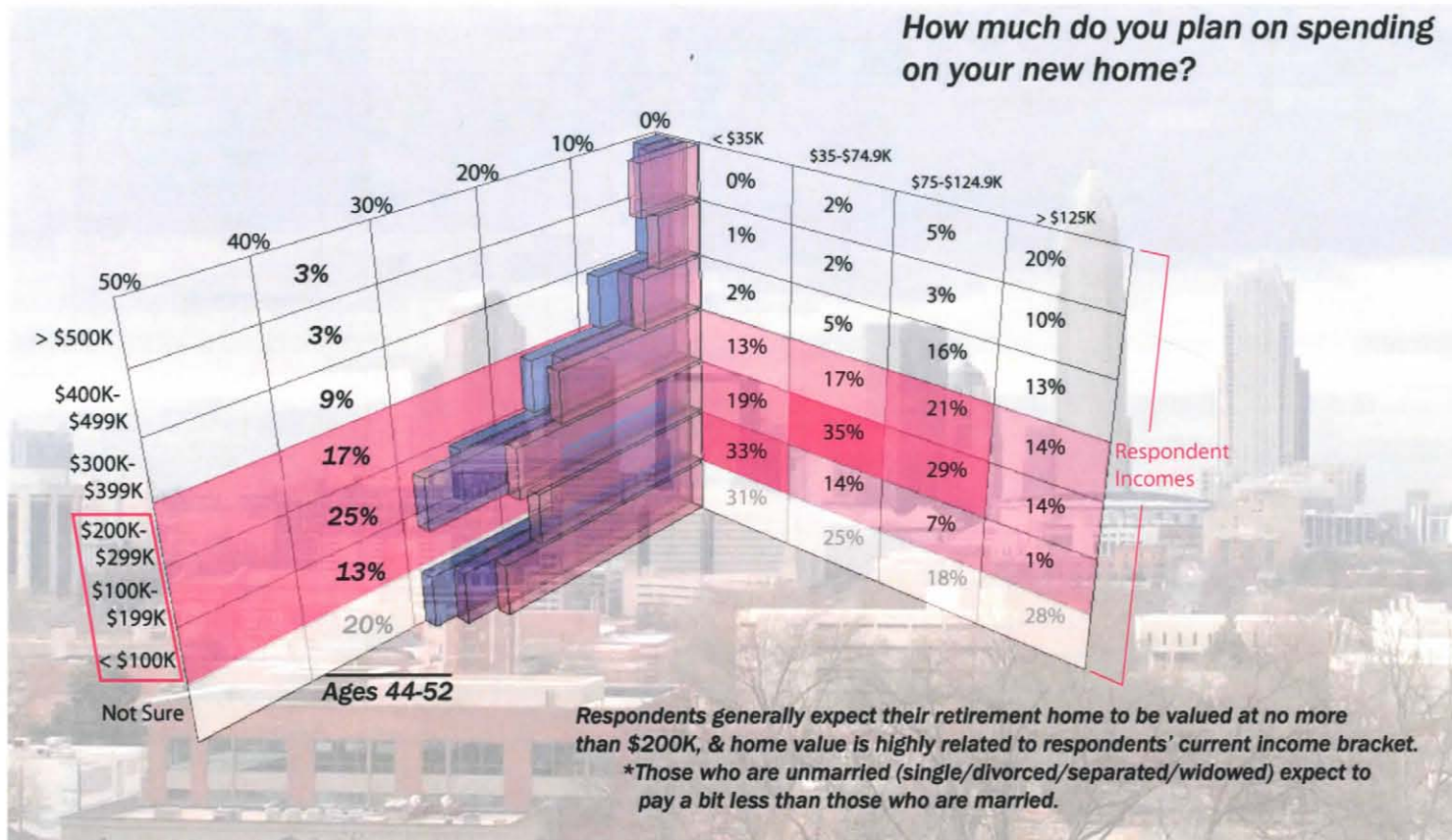
The majority of younger respondents (59%) plan to move to a new home for their retirement.

Only 35% of those already retired plan to or have already moved to a new home.

### What plans do you have for a home when you retire?







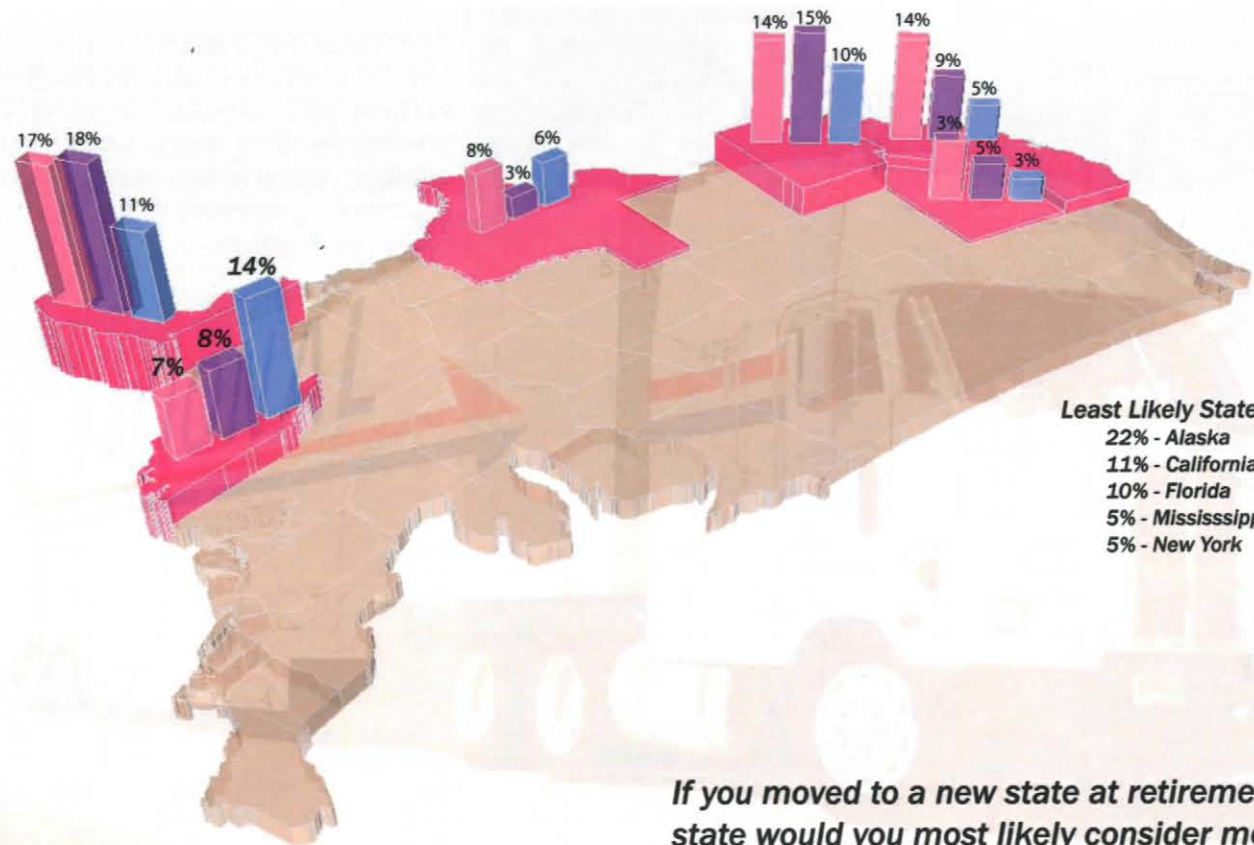
## Relocation

A predominant price range becomes clear for those who plan on buying a new home in their retirement..

Deduced values correspond primarily to market values listed for Sunbelt communities previously analyzed.

The most preferred states are all in warm climates, with the youngest cohort (ages 44-52) having the most preference towards North Carolina.

Demographics further point to the Sunbelt region for site consideration.



**Least Likely States**  
 22% - Alaska  
 11% - California  
 10% - Florida  
 5% - Mississippi  
 5% - New York

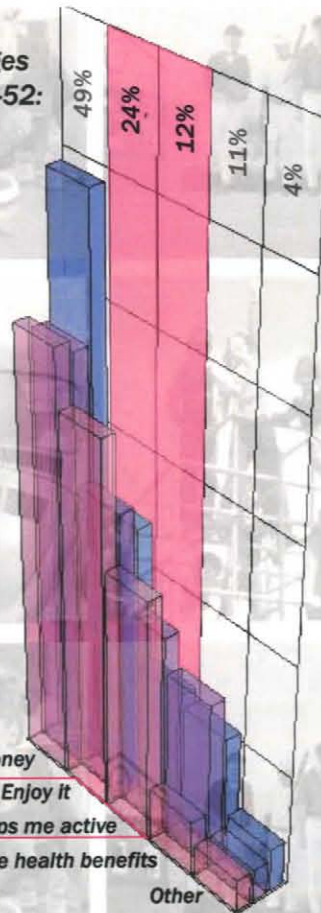
*If you moved to a new state at retirement, to which state would you most likely consider moving?*





What is the main reason you hope to continue to work?

Ages 44-52:



36% of Baby Boomers don't think they will ever fully retire from their current line of work

31% of those aged 44-52 plan to continue working

Need the money

Enjoy it

Keeps me active

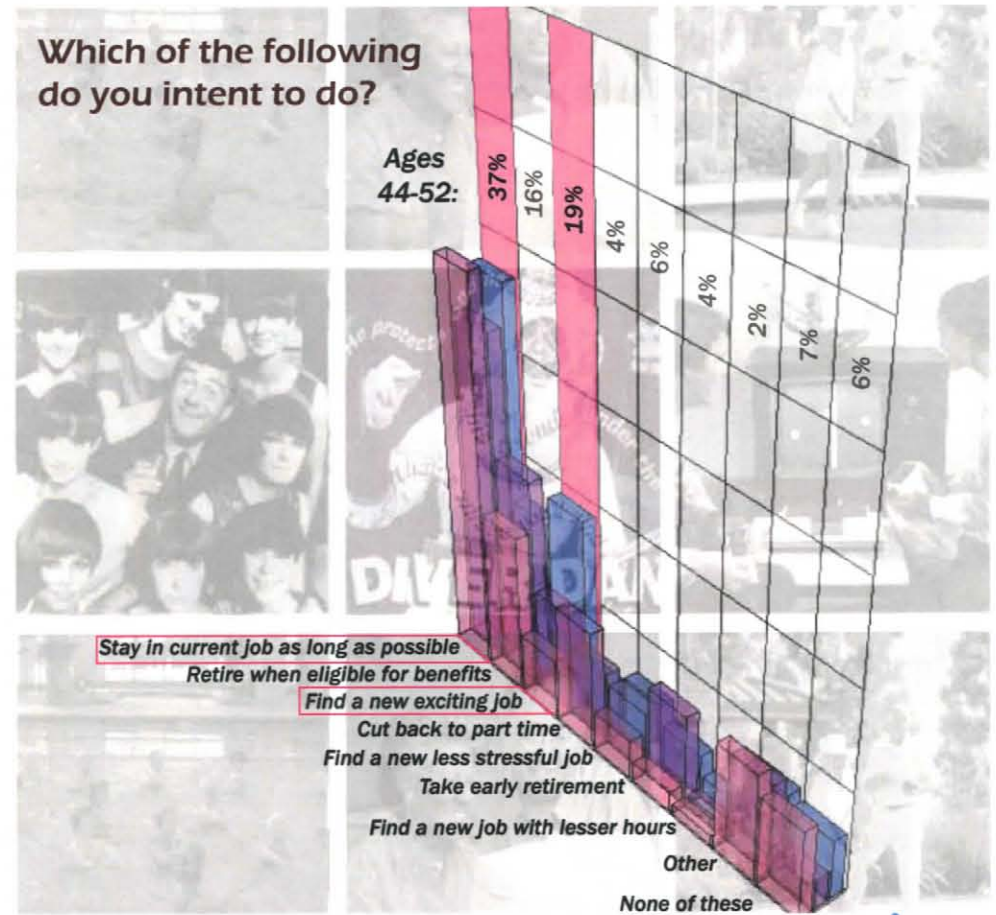
Need the health benefits

Other

## Employment

A strong amount of younger Boomers in the coming years express an interest in continuing to work. A need for additional savings in later years, uncertainty towards obtaining social security, and concerns towards medical finances result in more people retiring later. In addition, many of this more active cohort feel the need to continue as a contributing member of society, out of a general interest in activity and progressive action.

Many targeted respondents intend to stay in their current job, while some would like to find newer more exciting occupations. In the application towards the housing market and community design, these influences point towards cities that serve as headquarters for higher-employing companies, that are functioning effectively amidst economic recession.

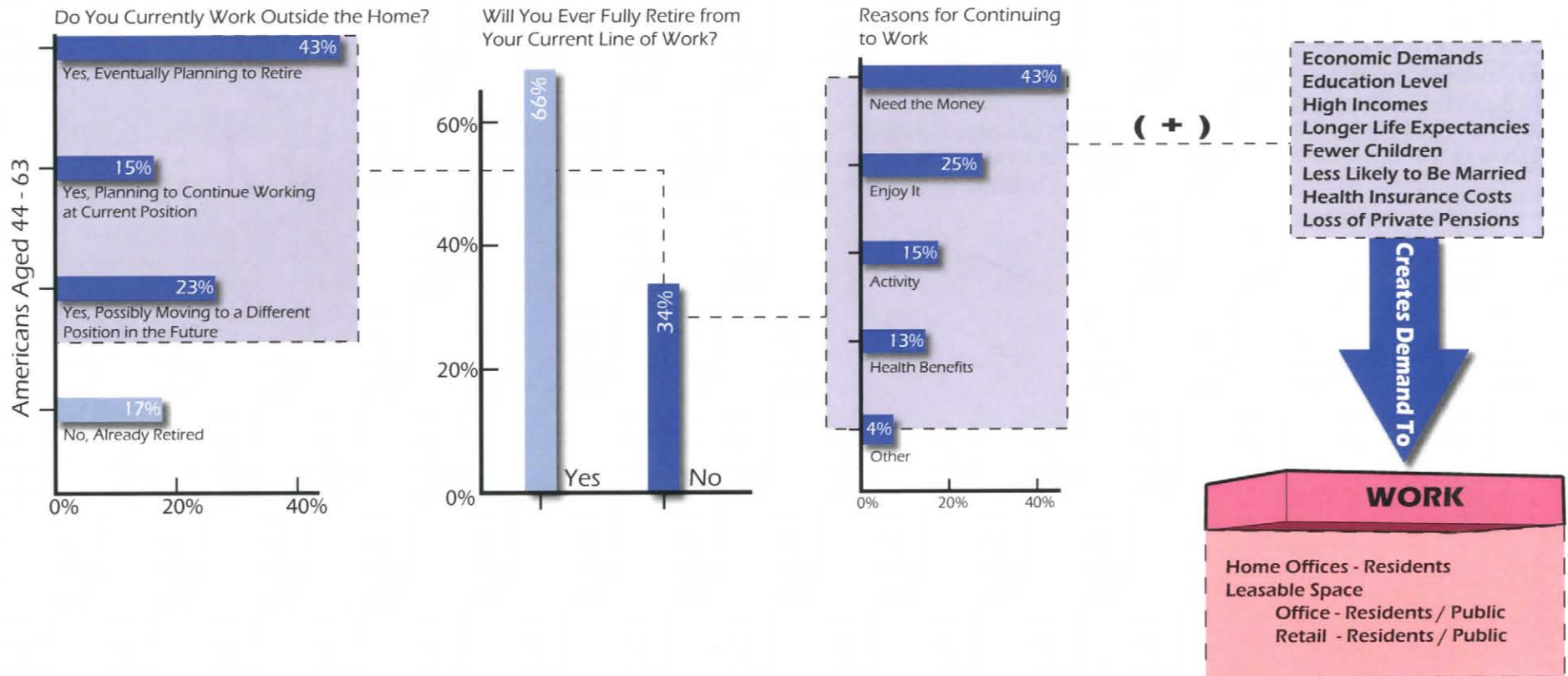




## market analysis

## Project Program

### Employment



background

problem

contention

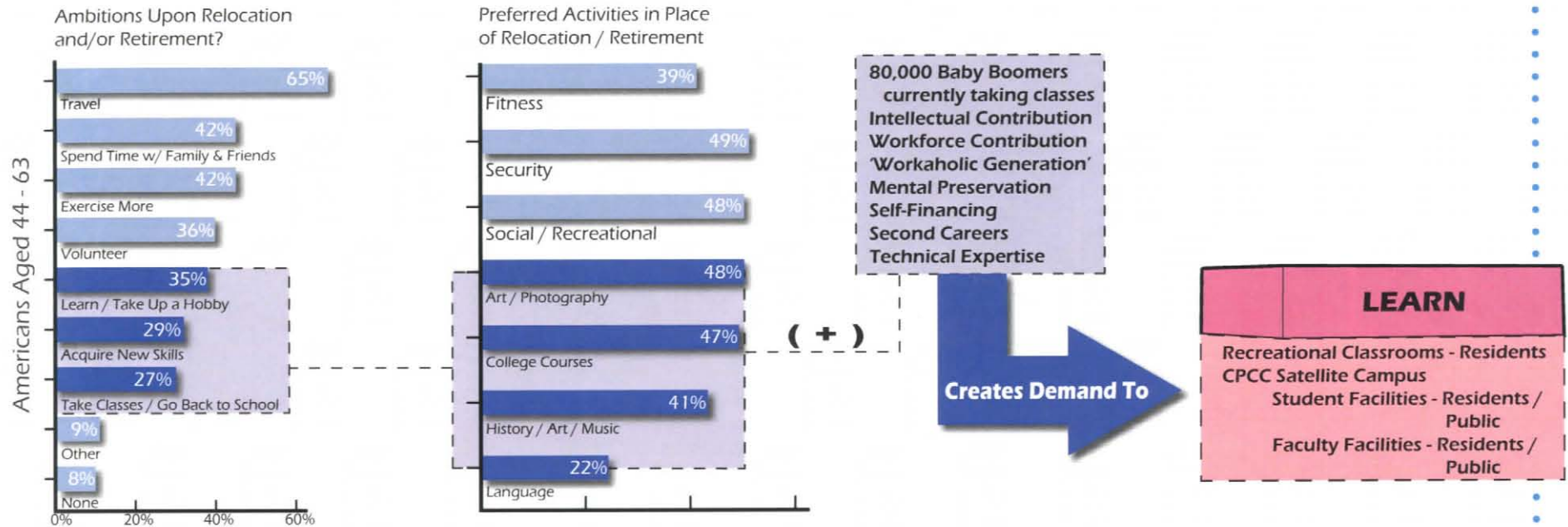
research

program

precedent

site

## Education

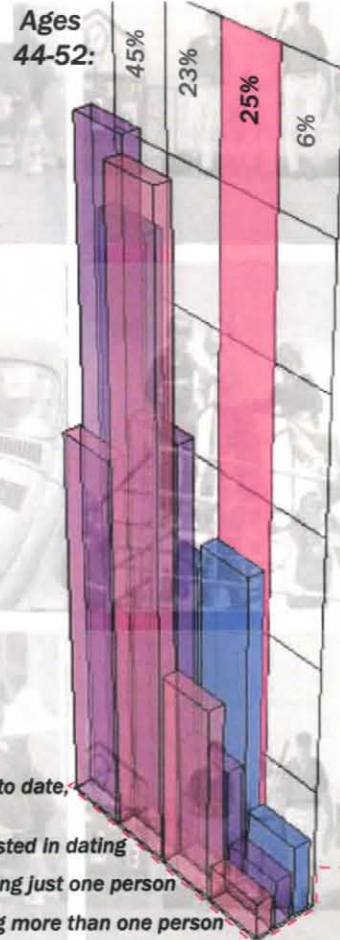




## market analysis

## Project Program

Which of the following best describes your attitude towards dating



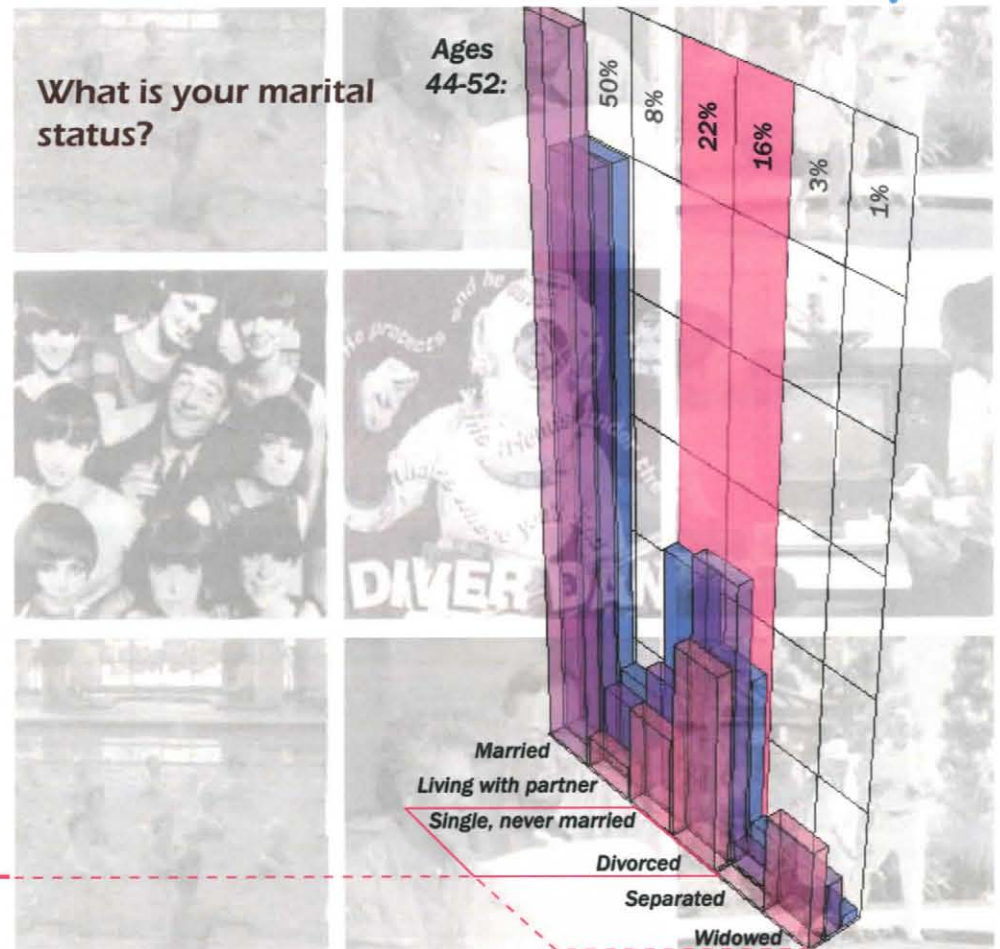
### Friendship & Dating

Single Baby Boomers say maturity brings a new confidence to the dating scene. Dating options for this generation are wide open because those looking to date are not necessarily interested in marriage of a long-term relationship.

Single Boomers connect through various activities and relationships; through a friend, special interest clubs, parties, and increasingly so, the internet.

Younger populations are especially more apt to be actively involved in the dating scene. More singles in this cohort in combination with an increased interest in seeing other people provides for enhanced social interaction.

Online dating services, targeted specifically towards Baby Boomers, further supports this prevalent phenomenon, using developing technologies towards the social networking of the younger group.





market analysis

Project Program

70%

of single Baby Boomers are actively dating.

45% of men

between 40 and 59 are having sex at least once a week

38% of women



background

problem

contention

research

program

precedent

site

53



# BABYBOOMERPeopleMeet®

The BabyBoomer Network



## Meet Other BabyBoomers (40-59 yrs.) Today!



Browse Pictures and Videos  
Live Video/Audio/Text Chat  
Communicate Anonymously  
Free to Initiate Contact

**Sign Up Now! - Click Here!**

member login

username:

password:

Login



success stories!

I have met the most kind, considerate, generous man! We have formed a tremendous friendship and I am so thankful to this site for helping us find each other.....

Columbia, SC

[more success stories](#)





# program

via Sun City, USA



**arts & crafts**



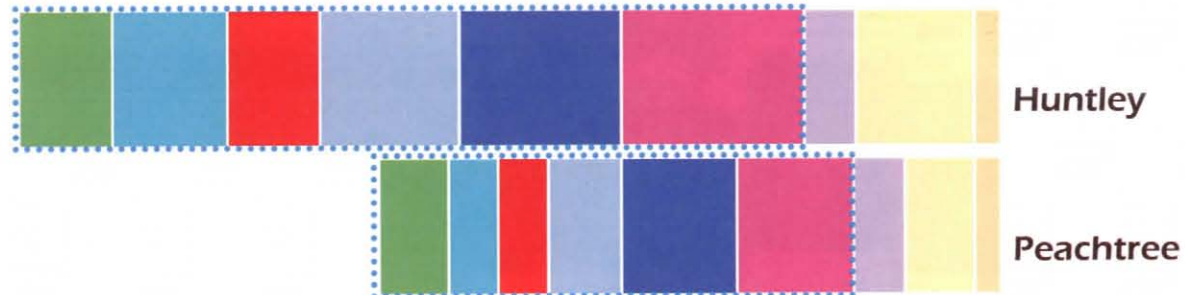
**water/marina**

## Amenity Subgroups\_A

Based from the analysis of Active Adult Communities and subsequent targeting of American Sun Cities, specific program subgroups can be identified.

A distinguishing characteristic of the Sun City is its vast array of amenities and services, which are appropriately arranged and categorized by these subgroups.

Developers utilize these specific groups to properly organize and market their communities.



background

problem

contention

research

**program**

precedent

site



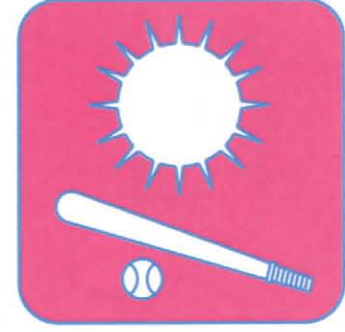
**gaming**



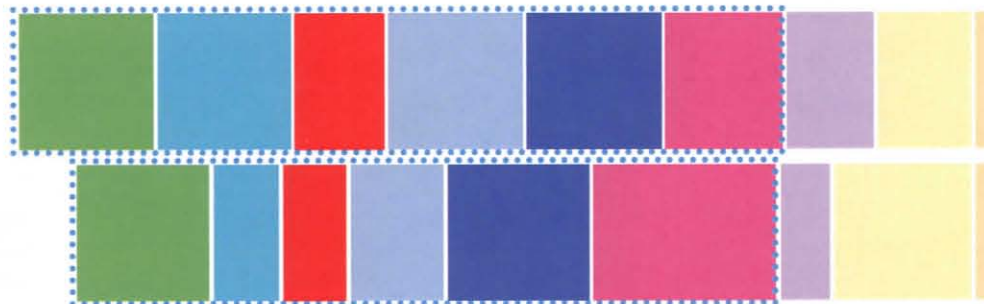
**aquatics**



**health / fitness**



**outdoor rec**



**Hilton Head**

**Carolina Lakes**



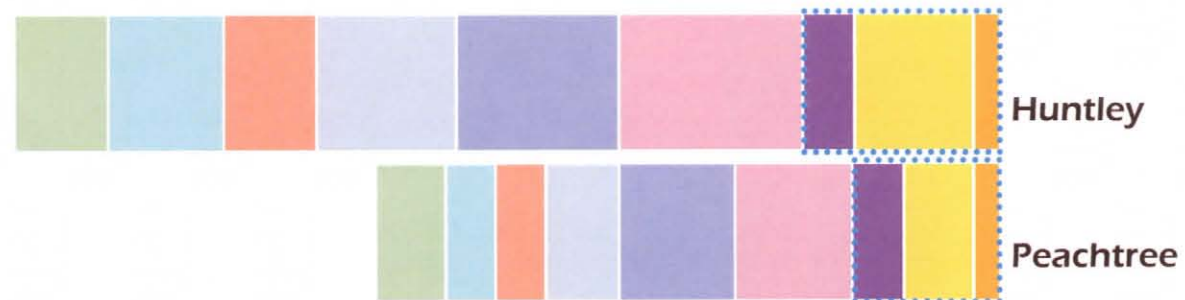


via market analysis

### Amenity Subgroups\_B

Learning from the younger Baby Boomer cohort analysis, further program subgroups may be identified. These possibilities for additional amenities start to suggest uses unconventional to Sun City models, and can additionally benefit from a denser urban arrangement.

It is the uses within these subgroups that will distinguish the current model from the new, introducing unique amenities which cater to a particularly active and urban population; the younger Baby Boomers.



background

problem

contention

research

program

precedent

site



**employment**



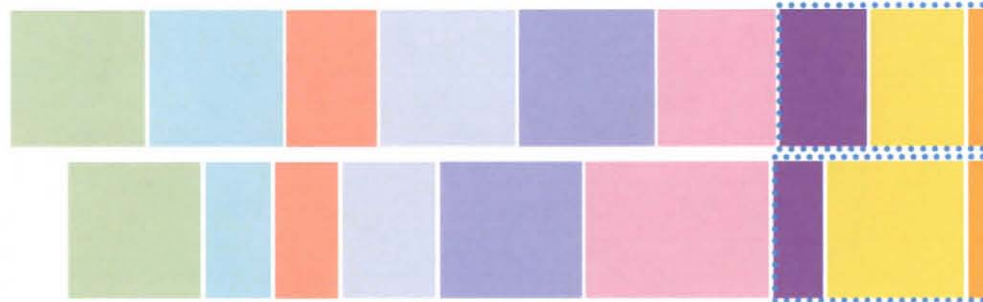
**education**



**friendship &  
dating**



**entertainment**



**Hilton Head**

**Carolina Lakes**







### Sun City - Older - Existing

- painting studio
- ceramics studio
- craft center
- sewing studio
- woodshop
- modelmaker's shop
- instructional kitchen

### Urban - Younger - Possible

- gallery
- music studio
- hardware supplier

background

problem

contention

research

program

precedent

site





### **Sun City - Older - Existing**

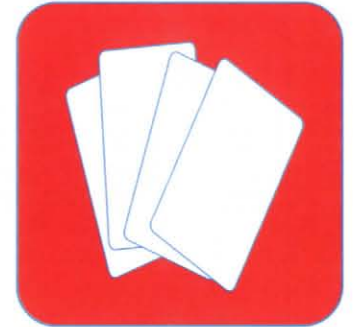
- fishable lake
- fishing pier
- lake
- pond
- boating
- wetlands
- boat storage

### **Urban - Younger - Possible**

- fish pond
- coin pond
- fountain
- wading pool







### Sun City - Older - Existing

- billiards
- card room
- hobby room
- boardgame room

### Urban - Younger - Possible

- arcade
- performance space
- casino

background

problem

contention

research

program

precedent

site



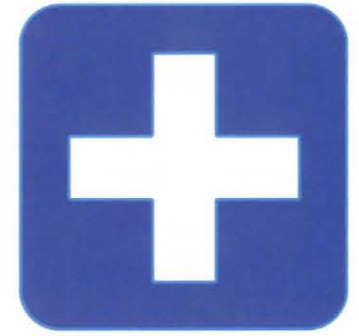


**Sun City - Older - Existing**

- indoor pool
- lap pool
- outdoor pool
- whirlpool
- zero edge pool







### Sun City - Older - Existing

- bocce
- tennis
- softball
- volleyball
- fitness center
- walking track
- wellness center
- aerobics studio

### Urban - Younger - Possible

- pharmacy
- clinic
- basketball
- boxing
- bowling

background

problem

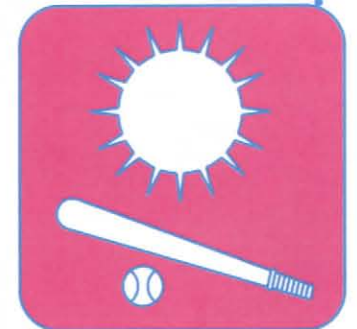
contention

research

**program**

precedent

site



### Sun City - Older - Existing

- golfcourse
- community garden
- park
- playground
- tot lot
- walking trails
- bike trails

### Urban - Younger - Possible

- athletic courts
- green space







**Sun City - Older - Existing**

-computer lab

.....  
**Urban - Younger - Possible**

- career center
- home offices
- for-rent office space
- bank

background

problem

contention

research

**program**

precedent

site



### **Sun City - Older - Existing**

- reading room
- learning center

### **Urban - Younger - Possible**

- library
- lecture hall
- small/large classrooms
- faculty offices
- comm college support







**Sun City - Older - Existing**

- cafe
- coffee shop
- community center
- lounge
- conference rooms

**Urban - Younger - Possible**

- social hall

background

problem

contention

research

program

precedent

site



**Sun City - Older - Existing**

-ballroom

**Urban - Younger - Possible**

-nightclub

-bar

-arena

-cinema





## amenity analysis

## project amenity

	Carolina Lakes, SC	Huntley, IL	Peachtree, GA	Hilton Head, SC	Urban Additions	PROJECT
<b>Arts &amp; Crafts</b>	Painting Studio	Painting Studio	Painting Studio	Painting Studio	<b>Gallery</b>	Woodshop
	Ceramics Studio	Ceramics Studio	Ceramics Studio	Ceramics Studio	<b>Music Studio</b>	Modelmaker's Shop
	Craft Center			Craft Center	<b>Hardware Supplier</b>	<b>Music Studio</b>
	Sewing Studio	Sewing Studio		Sewing Studio		<b>Gallery</b>
	Woodshop	Woodshop		Woodshop		<b>Hardware Supplier</b>
	Instructional Kitchen		Instructional Kitchen			
<b>Water/Marina</b>				Modelmaker's Shop		
	Fishable Lake	Fishable Lake		Fishable Lake	<b>Fountain</b>	
	Fishing Pier	Fishing Pier			<b>Water Feature</b>	
	Lake	Lake	Lake	Lake		Lake/Water Feature
		Pond	Pond	Pond		
		Boating		Boating		
<b>Gaming</b>	Wetlands			Wetlands		
				Boat Storage		
	Billiards	Billiards	Billiards	Billiards	<b>Arcade</b>	Billiards
	Card Room	Card Room	Card Room	Card Room	<b>Performance Space</b>	<b>Arcade</b>
	Game Room	Game Room		Game Room	<b>Casino</b>	<b>Performance Space</b>
		Hobby Room		Hobby Room		
<b>Aquatics</b>	Indoor Pool	Indoor Pool	Indoor Pool	Indoor Pool		Indoor Pool
	Lap Pool	Lap Pool	Lap Pool	Lap Pool		
	Outdoor Pool	Outdoor Pool	Outdoor Pool	Outdoor Pool		
	Zero Edge Pool	Zero Edge Pool				
		Whirlpool		Whirlpool		Whirlpool
		Spa		Spa		
<b>Fitness/Health</b>				Beach Entry Pool		
	Fitness Center	Fitness Center	Fitness Center	Fitness Center	<b>Pharmacy</b>	Fitness Center
	Indoor Walking Track	Indoor Walking Track			<b>Hospital</b>	Walking Track
	Wellness Center	Wellness Center	Wellness Center		<b>Clinic</b>	Aerobics Studio
	Aerobics Studio		Aerobics Studio	Aerobics Studio		<b>Pharmacy</b>
	Bocce	Bocce	Bocce	Bocce	<b>Basketball</b>	<b>Basketball</b>
	Tennis	Tennis	Tennis	Tennis	<b>Bowling</b>	
		Softball		Softball		
		Volleyball		Volleyball		

background

problem

contention

research

program

precedent

site

	Carolina Lakes, SC	Huntley, IL	Peachtree, GA	Hilton Head, SC	Urban Additions	PROJECT
<b>Outdoor Recreation</b>	Golf Course	Golf Course	Golf Course		<b>Green Space</b>	<b>Green Space</b>
	Putting Green	Putting Green	Putting Green		<b>Athletic Courts</b>	<b>Athletic Courts</b>
	Community Garden	Community Garden	Community Garden	Community Garden		Community Garden
	Park	Park	Park			
	Playground	Playground		Playground		
	Tot Lot					
	Walking Trails	Walking Trails	Walking Trails	Walking Trails		
<b>Employment</b>		Bike Trails		Bike Trails		
	Lawn Pavilion	Lawn Pavilion		Lawn Pavilion		
					<b>Career Center</b>	<b>Career Center</b>
					<b>Home Offices</b>	<b>Home Offices</b>
					<b>For-Rent Office Space</b>	<b>For-Rent Offices</b>
<b>Education</b>					Bank	
	Computer Lab	Computer Lab	Computer Lab	Computer Lab	<b>Library</b>	Computer Lab
	Reading Room	Reading Room	Reading Room	Reading Room	<b>Lecture Hall</b>	RR/Library
				Learning Center	Small/Large Classrooms	<b>Lecture Hall</b>
					<b>Faculty Offices</b>	<b>Faculty Offices</b>
<b>Friendship &amp; Dating</b>					<b>Comm College</b>	<b>Comm College</b>
	Café	Café	Café	Café	<b>Social Hall</b>	Café
	Coffee Shop					<b>Social Hall</b>
		Restaurant		Restaurant		
	Lounge	Lounge	Lounge			
	Conference Rooms	Conference Rooms		Conference Rooms		
<b>Social/Entertainment</b>	Community Center	Community Center	Community Center	Community Center		
	Ballroom	Ballroom	Ballroom	Ballroom	<b>Nightclub</b>	<b>Nightclub</b>
					Bar	
					Arena	
					<b>Cinema</b>	<b>Cinema</b>



project services

[illegible]





## residence analysis

## project residences

<b>Series A</b>	3 models	3 models	4 models	4 models		4 models
	1 story each	1 story each	1 story each	1 story each	studios	1 story each
	2 BR - 2 Baths	2 BR - 2 Baths	2 BR - 1.5-2 Baths	2 BR - 2 Baths	1 BR - 1 Bath	1 BR - 1 Bath
	2-Car Garage	2-Car Garage	2-Car Garage	2-Car Garage	on-street/no parking	On-Site Parking
	1150 - 1400 sf	1200 - 1600 sf	1100 - 1400 sf	1250 - 1950 sf	less than 700 sf	600-900 sf
	\$180k - \$194k	\$180k - \$200k	\$100k - \$140k	\$163k - \$213k		
	For Sale Only	For Sale Only	For Sale Only	For Sale Only	For Rent & Sale	For Rent & Sale
	Couples & Singles	Couples & Singles	Couples & Singles	Couples & Singles	Singles	Couples & Singles
	Active Living	Active Living	Active Living	Active Living		Active Living
	Sunroom Option		Sunroom Option	Duplex Option		
<b>Series B</b>	4 models	3 models	4 models	3 models		4 models
	1 story each	1 story each	1 story each	1 story each	lofts / split-levels	1 story each
	2 BR - 2 Baths	2-3 BR - 2 Baths	2-3 BR - 2 Baths	2 BR - 2 Baths	2 BR - 1 Bath	1-2 BR - 1 Bath
	2-Car Garage	2-Car Garage	2-Car Garage	2-Car Garage	on-street/no parking	On-Site Parking
	1550 - 2050 sf	1600 - 2000 sf	1600 - 1900 sf	1200 - 1400 sf	less than 1000 sf	900 - 1250 sf
	\$187k - \$217k	\$226k - \$260k	\$140k - \$190k	\$203k - \$215k		
	For Sale Only	For Sale Only	For Sale Only	For Sale Only	For Rent & Sale	For Rent & Sale
	Couples & Singles	Couples & Singles	Couples & Singles	Couples & Singles	Singles & Friends	Couples & Friends
	Active Living	Active Living	Active Living	Active Living		Active Living
			Sunroom Option	Garden Room Option	Balcony Option	Balcony Option
<b>Series C</b>	8 models	3 models	4 models	4 models		4 models
	1 story each	1 story each	1 story each	1 story each	2-story apartments	lofts / split-levels
	2 BR - 2 Baths	3-4 BR - 2.5-3 Baths	3-4 BR - 2.5-3 Baths	2-3 BR - 2 Baths	2 BR - 1.5-2 Baths	2 BR - 1.5-2 Baths
	2-Car Garage	2-Car Garage	2-Car Garage	2-Car Garage	on-street/no parking	On-Site Parking
	1100 - 1400 sf	2000 - 2600 sf	2000 - 2600 sf	1600 - 1900 sf	less than 1300 sf	1200 - 1500 sf
	\$188k - \$233k	\$300k - \$340k	\$300k - \$340k	\$253k - \$280k		
	For Sale Only	For Sale Only	For Sale Only	For Sale Only	For Rent & Sale	For Rent & Sale
	Couples	Couples	Couples	Couples	Couples & Friends	Couples Only
	Active Living	Active Living	Active Living	Active Living		Active Living
			Sunroom Option		Balcony Option	Balcony Option
<b>Series D</b>	12 models			4 models		
	1 story each			1 story each		

background

problem

contention

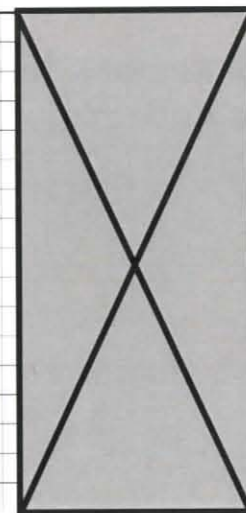
research

program

precedent

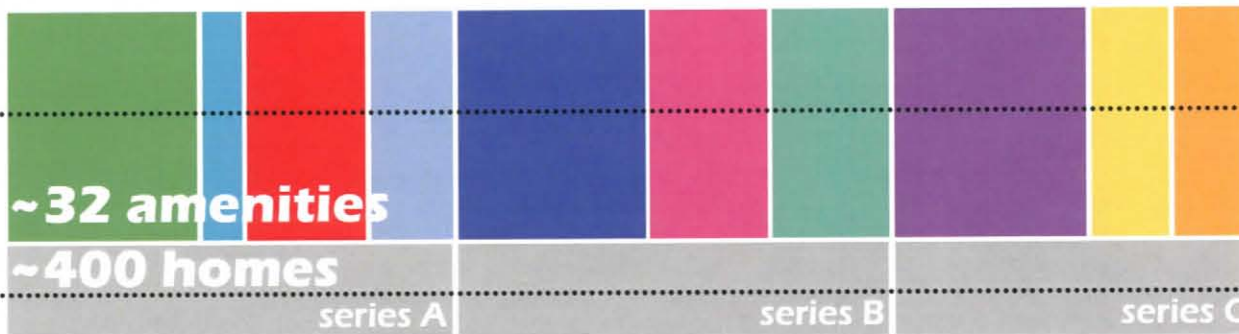
site

Series E	2-4 BR - 2-3 Baths			2-3 BR - 2-3.5 Baths	
	2-Car Garage			2-Car Garage	
	1600 - 2650 sf			2000 - 2600 sf	
	\$273k - \$321k			\$322k - \$377k	
	For Sale Only			For Sale Only	
	Couples			Couples	
	Active Living			Active Living	
	6 models				
	1 story each				
	2-3 BR - 2-3.5 Baths				
	2-Car Garage				
	2000 - 2600 sf				
	\$339k - \$386k				
	For Sale Only				
	Couples & Singles				
	Active Living				



## PROJECT PROGRAM

**amenities**



**residences**





## program realized

### Ages 55 +

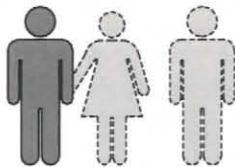
### Market Rate for Rental & Sale Apartments & Condominiums

\_1 floor  
\_1 BR / 1 Bath  
\_600 - 900 sf  
\_\$180k - \$210k  
\_singles / couples



125 units\_100% occupancy population : 125- 250

\_1 floor  
\_1-2 BR / 1.5 Bath  
\_900 - 1250 sf  
\_\$210k - \$250k  
\_couples / friends



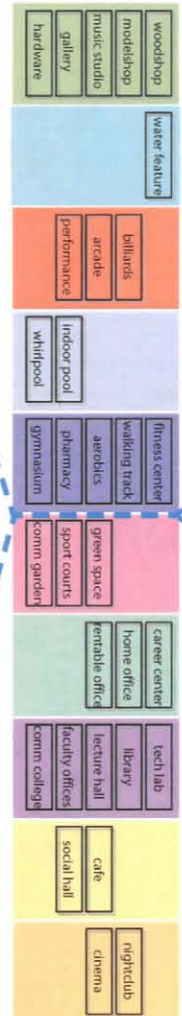
100 units\_100% occupancy population : 200

\_1-2 floors  
\_2 BR / 1.5-2 Baths  
\_1200 - 1500 sf  
\_\$250k - \$300k  
\_couples only



175 units\_100% occupancy population : 350

400\_100% occupancy population : 675 - 800



background

problem

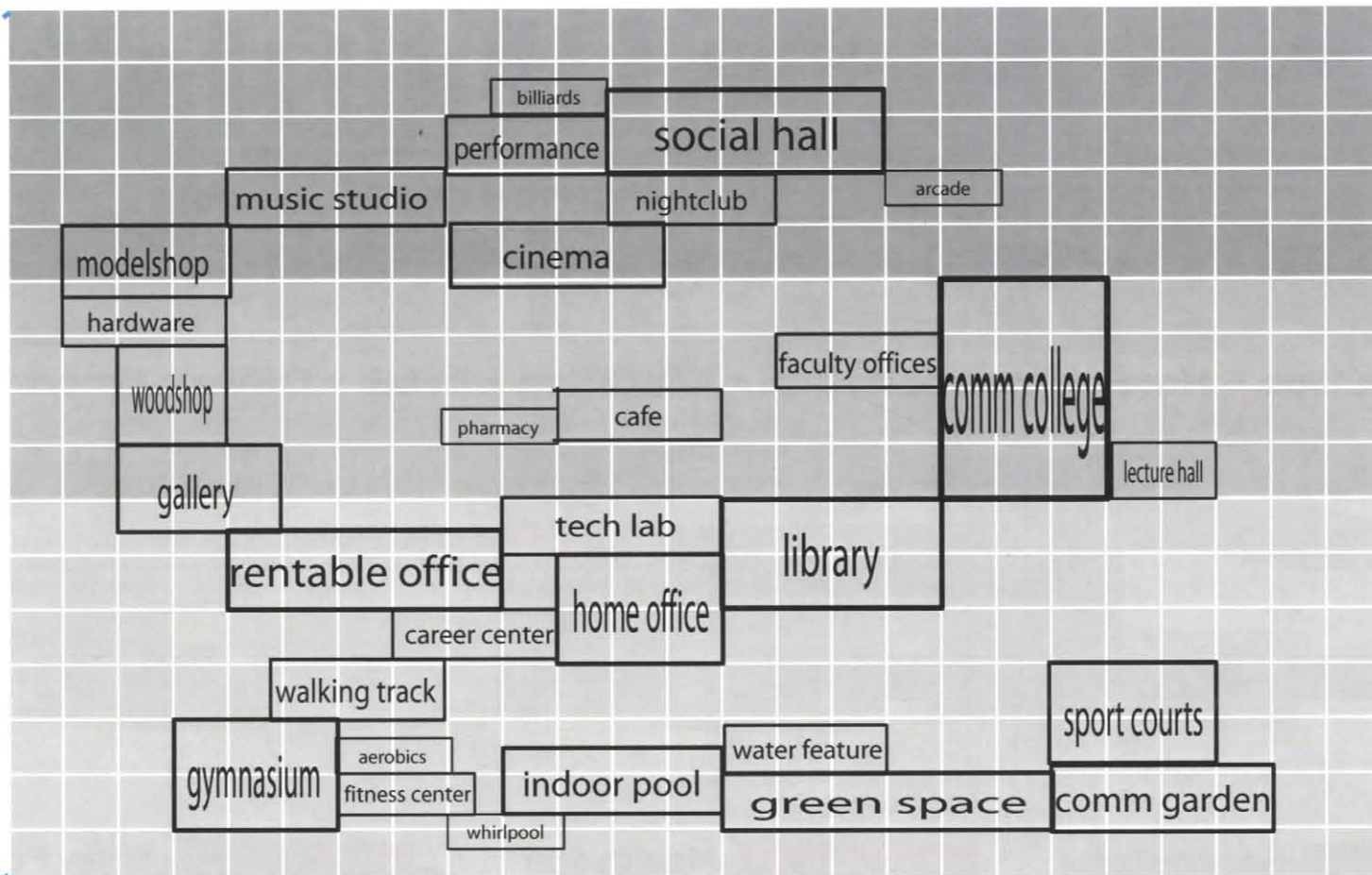
contention

research

program

precedent

site





# precedent

## Linked Hybrid

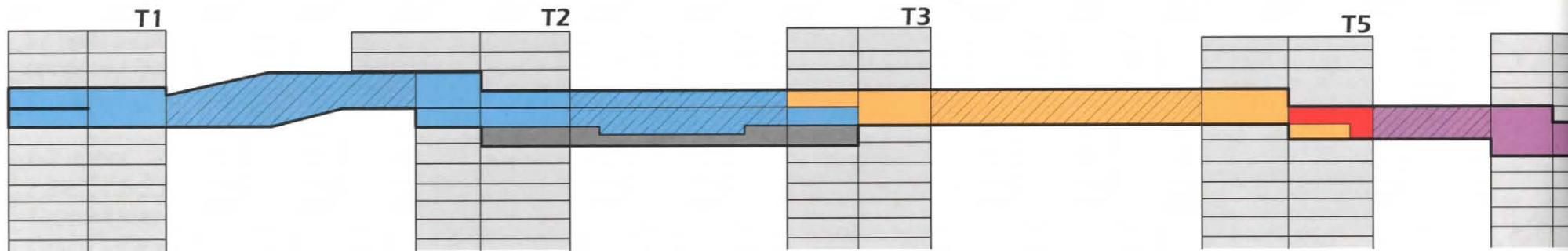
Beijing, China  
Steven Holl Architects

The urban realization of Sun City, USA will be a dense arrangement of residential types, amenities, and services, all within an existing metropolitan framework. Deriving from its need to be a cross-programmed, tightly organized entity providing for a unique market, existing buildings of this nature can be drawn upon for precedent.

The 'Linked Hybrid' serves as a contemporary instance of such efforts, combining various public and private programs within a network of high-rise residences, all the while creating an urban enclave with an inviting nature towards outside visitors.



## Health Club + Hotel + Transportation + Education + Retail + Office + Entertainment



**Sports Club** **Health Spa** **Entry Point**

background

problem

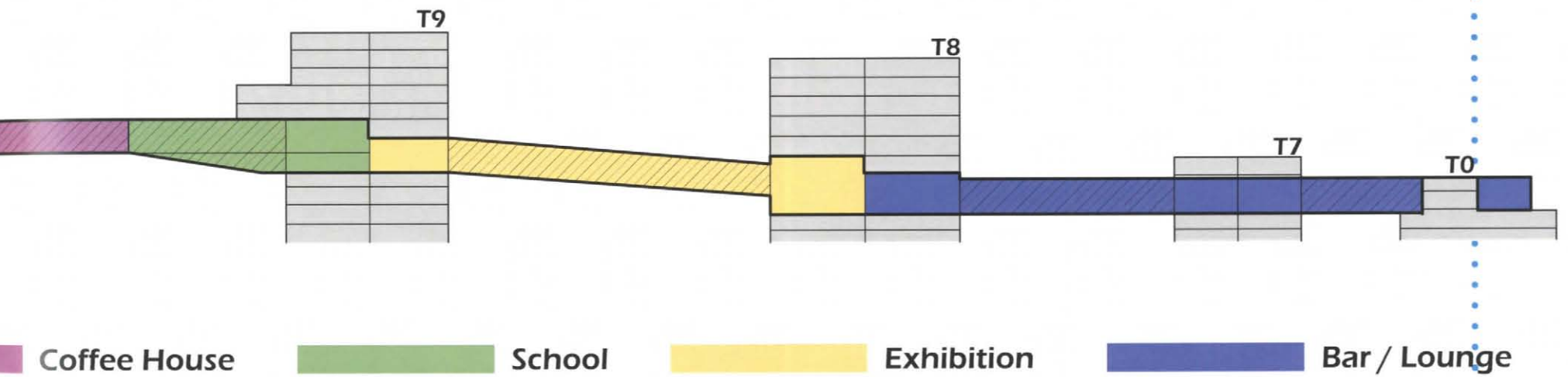
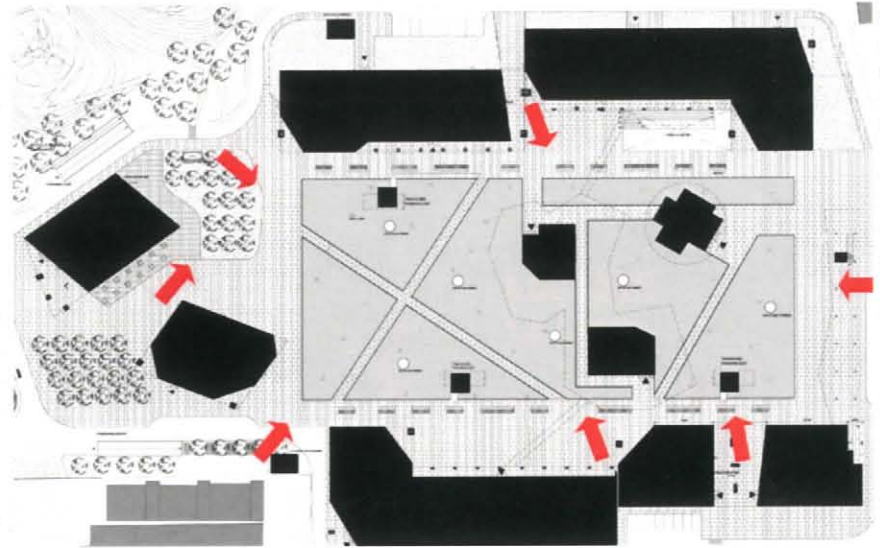
contention

research

program

precedent

site





## Museum Plaza

Louisville, Kentucky, USA  
REX

This on-going project attempts to accomplish a 'city within a city' through a varied array of cross-programming while creating an icon along the city's waterfront. To contribute positively to the density of downtown Louisville and suggest a new type of urban living for various populations, the project mixes uses across a broad array of program. Mixing a variety of populations is meant in this case to promote healthy urban living, through emphasized integration and the vertical stratification of program.



**University + Hotel + Retail + Gallery + Roof Garden + Office + Condos**



background

problem

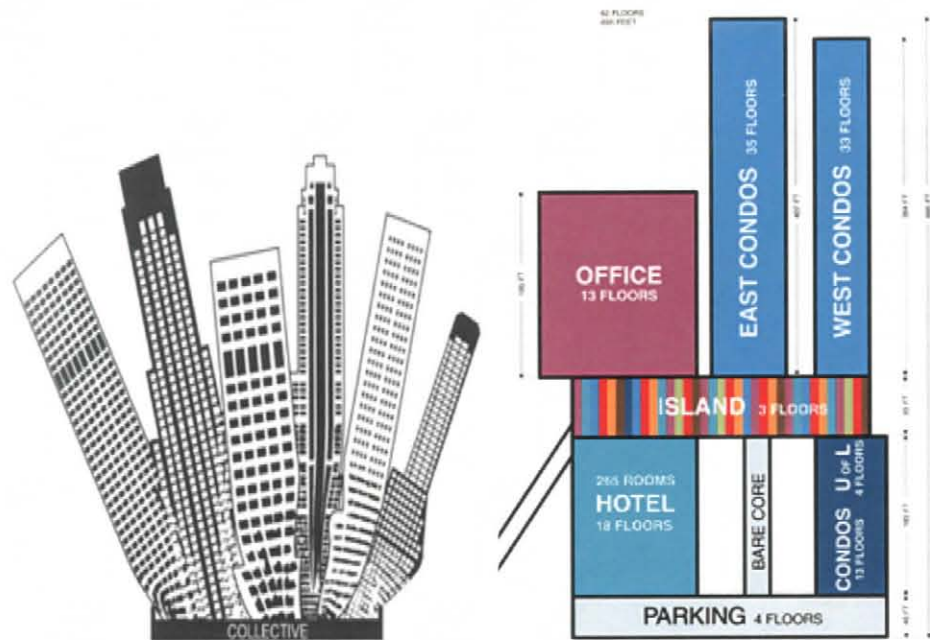
contention

research

program

precedent

site





## Whampoa Gardens

Hong Kong  
Hutchinson Whampoa Ltd.

Built by a Fortune 500 company originally founded upon shipping success, this massive development was built upon the site of the former Whampoa Dockyards under a Garden City concept. Completed in 1991, the project draws from the site's progressive history to integrate an array of program in an innovative manner. In adapting to a dense pre-existing framework, the development applies high-rise living to accommodate a substantial population, while providing an array of on-site amenities, grounded by a distinctive landmark; a yacht/mall.

**Cinema + Supermarket + Retail + Restaurants + Sport + Transport + Offices**



background

problem

contention

research

program

**precedent**

site



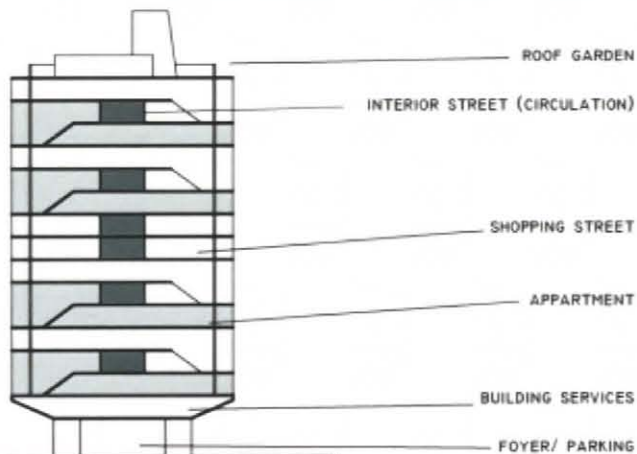


## Unite d'Habitation

Marseilles, France  
Le Corbusier

Corbusier's Cite Radieuse housing block serves most exemplary in its Marseilles case, providing a model of cross-programming within a residential framework. The vertical stacking of various uses within an arrangement of unique apartment types creates a modern village block, integrating all necessary amenities for the inhabiting population throughout its singular place of residence. Unite exhibits a case of one singular building accomplishing this phenomenon, as opposed to previous models of multiple unit cross-programming within a project.

### Public Terrace + Hotel + Shopping Gallery + Gym + Kindergarten



background

problem

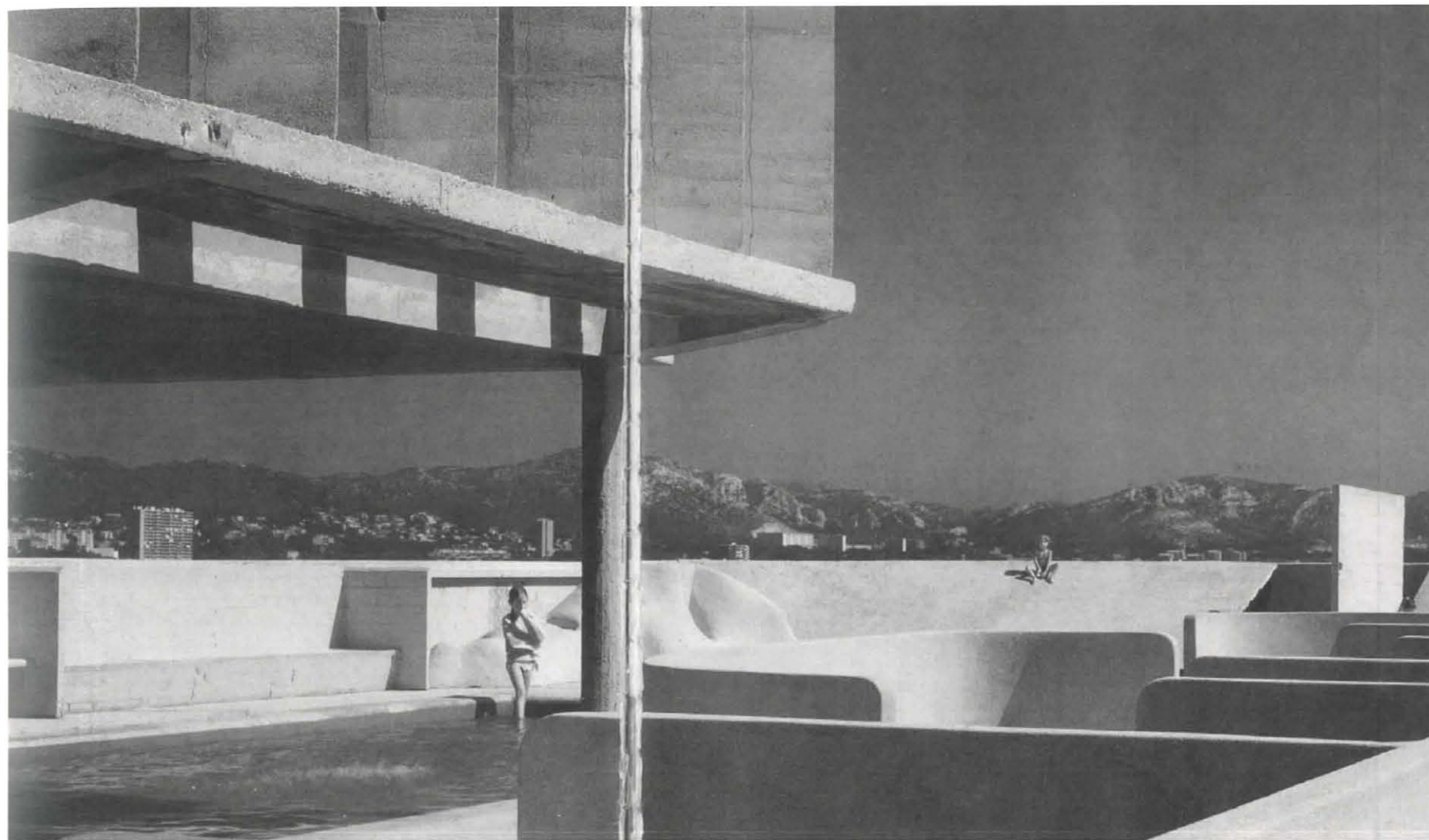
contention

research

program

precedent

site





## Senior Apartments

Utrecht, Netherlands  
Doll Atelier

Relating to previous examples and looking at a project which more closely incorporates a specific target population, are instances of senior living in Dutch urban housing.

This case in Utrecht incorporates various programs important to its inhabiting population, serving senior living with a pharmacy and therapy practice. Additional amenities are available on site to further enhance daily life for the residents of the apartment complex, offering opportunities for educational and environmental enrichment.

**Restaurant + Conservatory + Garden + Pharmacy + Therapy Practice**



background

problem

contention

research

program

**precedent**

site



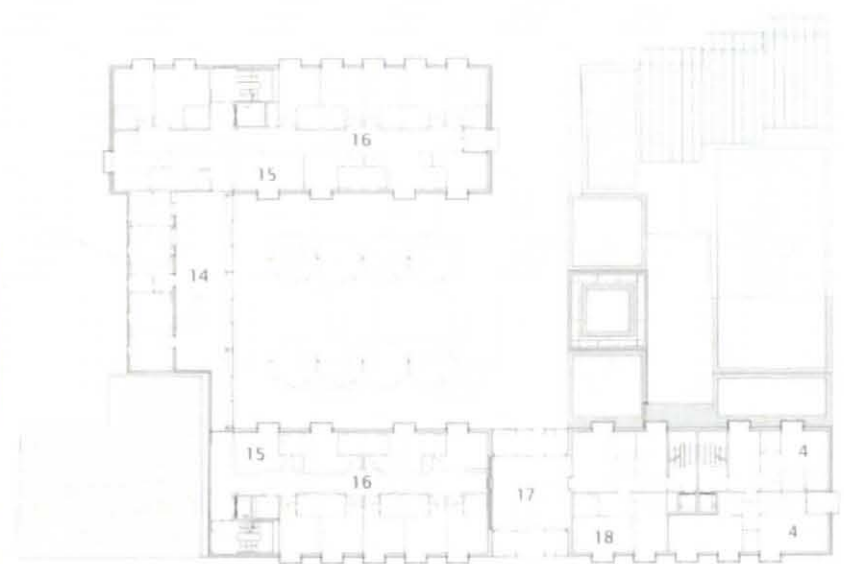


## Senior Apartments

Duren, Netherlands  
Doll Atelier

Similar to the previous example is another project from the same Dutch office, which incorporates more public amenities on site. Amongst apartments for senior residences served by necessary support services, are community programs that includes the local population. In addition, the plan allows for multiple access points for distinct populations, inviting the public in from a streetscape entrance, while the building's residents utilize the rear park within the block.

## Church + Social Center + Kindergarten + Restaurant



background

problem

contention

research

program

precedent

site

13





## SE Migration

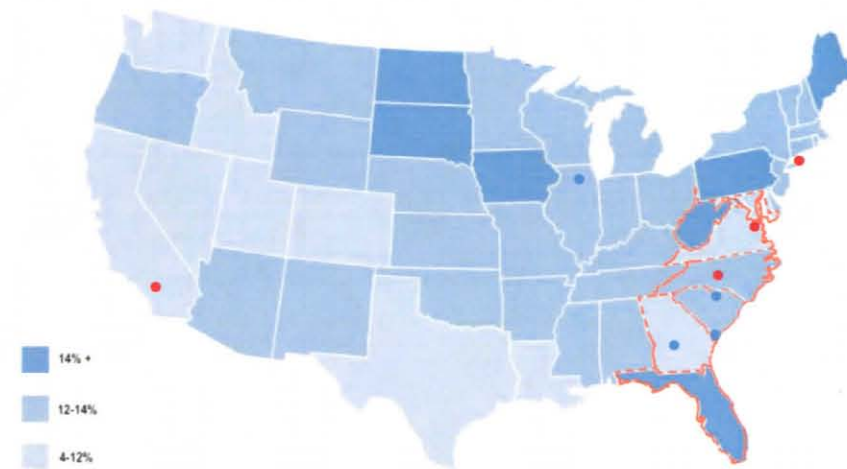
The Sun Belt has served as an attractive lure for older Baby Boomers in their second-home migration due to preferences of a warmer climate and affordability. As a result, most of the AAC's and Sun Cities built over the past 20 years have been in these regions, conforming to relocation patterns and serving the desires of the market.

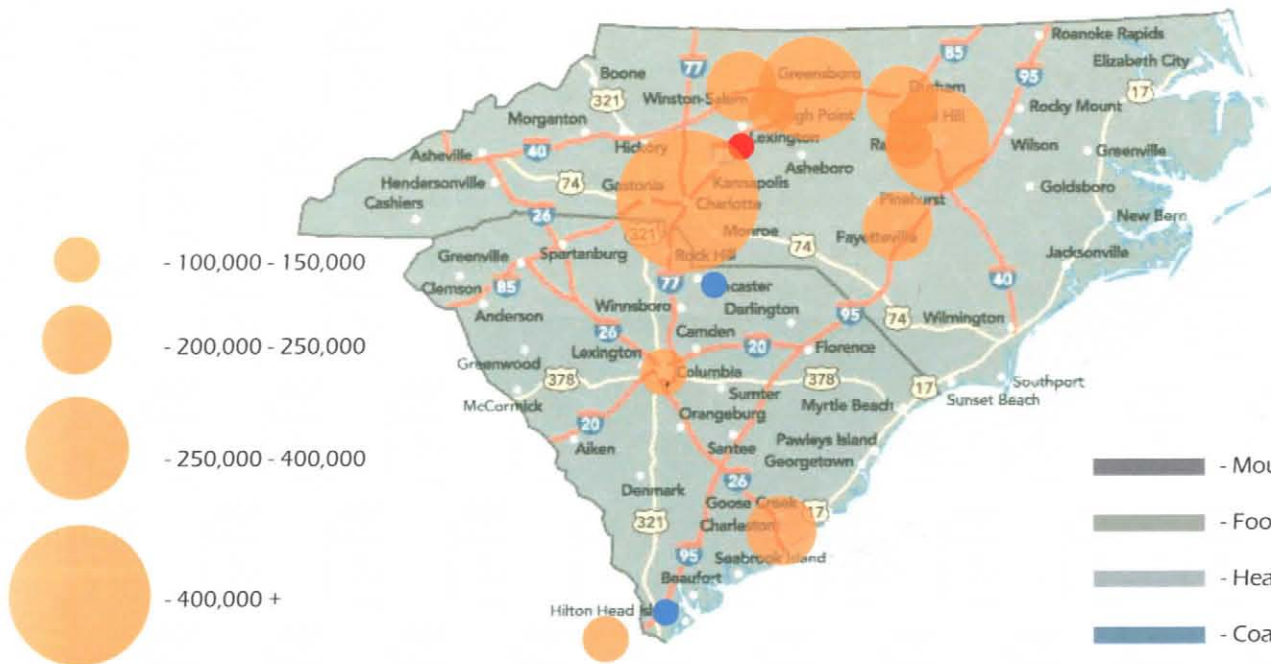
Amidst these trends and further looking at migration preferences, the South Atlantic region emerges as a promising area for this project, as an evocative area for relocation particularly towards the younger Boomer cohort. The Carolina's in particular offer a broad array of land types and real estate opportunity, and when looking at the region's largest cities, Charlotte emerges as a primary location for this new development.

CASE STUDIES

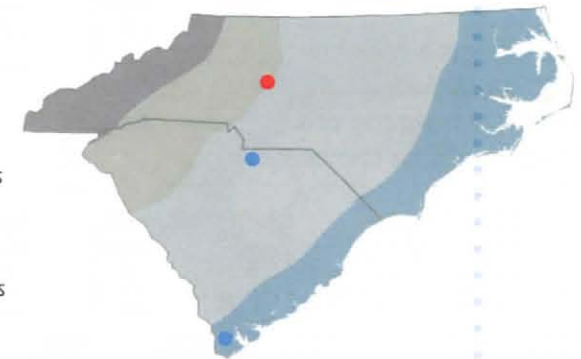


PERCENT OF TOTAL STATE POPULATION 65 YEARS AND OVER  
2005

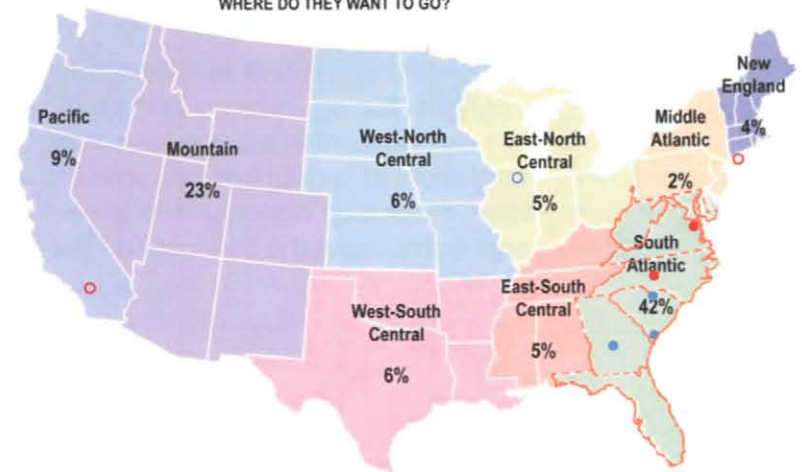
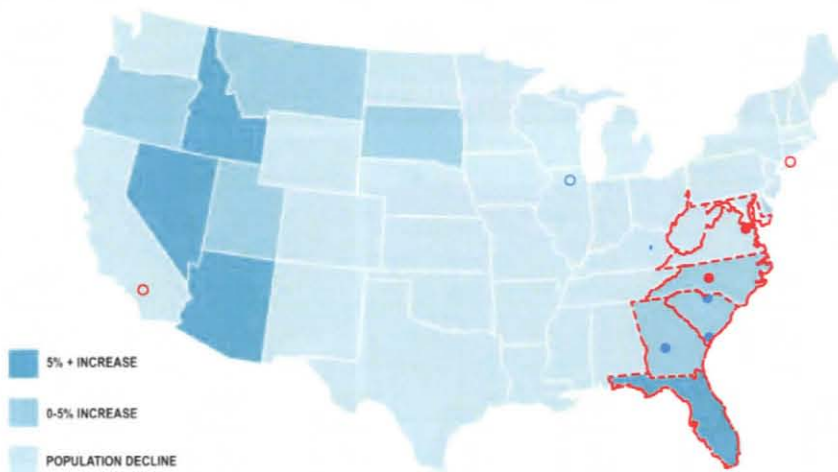




POPULATION CHANGE IN OLDEST BABY BOOMER COHORT (AGES 58-62)  
2000-2007



APPROXIMATELY HALF OF ALL BABY BOOMERS PLAN ON MOVING TO  
ANOTHER HOUSE WHEN AND IF THEY RETIRE, 22% TO A NEW STATE  
WHERE DO THEY WANT TO GO?





## Charlotte, NC

Charlotte is a sprawling Southeastern American city, grounded by an economic nucleus and defined by an interstate beltway. In the 1970's, I-277 was built from the prominent north-south I-77, to create a continuous loop around what is the beating heart of one of the fastest growing cities in America.

Until the 21st century, Uptown Charlotte grew off of a large economic infrastructure, focusing on business institutions as opposed to creating residential opportunity, while allowing amenities for the occasional visitor. The beltway, extensive ground-level parking lots, and major sports arenas personify this urban character; creating points of transport, access, and attention.

Yet, the downtown area does present itself as an extremely rich atmosphere, offering an array of programmatic opportunity and showing promise for future development. It's extensive infrastructure, low cost of living, and promise for further integration, as well Charlotte's status as a hot-spot for young Boomer migration, make it an opportune location for a lifestyle community. The context encourages the collection of the target market.



background

problem

contention

research

program

precedent

site

## Population

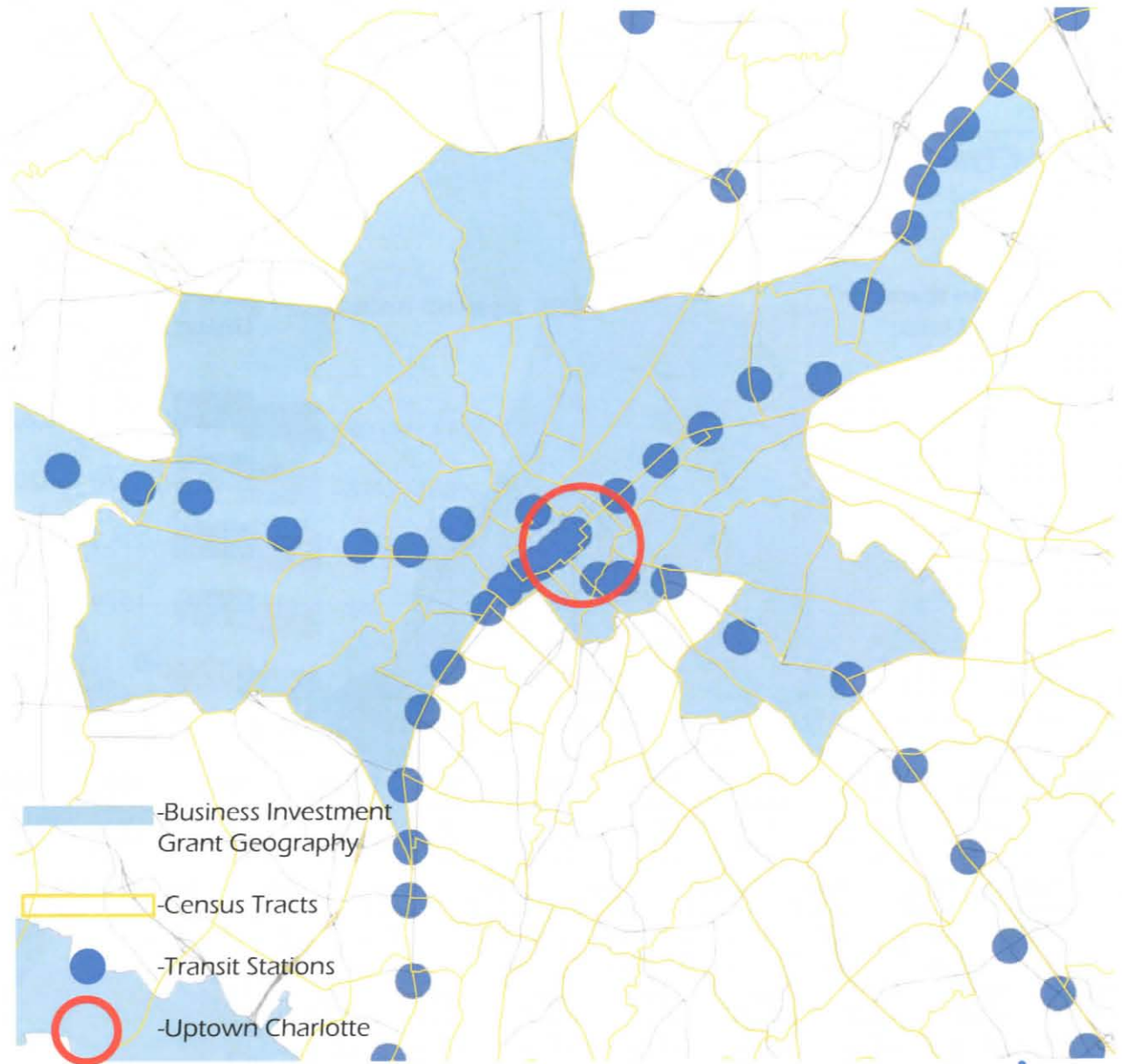
	2008	2018
City	695, 995	985,000
County	902,803	1.3 mil
MSA	1.7 mil	2.4 mil
100 mile	6.9 mil	9.4 mil

## Employment

County	434,210 — 4.6% unemployed
MSA	801,690 — 4.8% unemployed

## Additional Facts

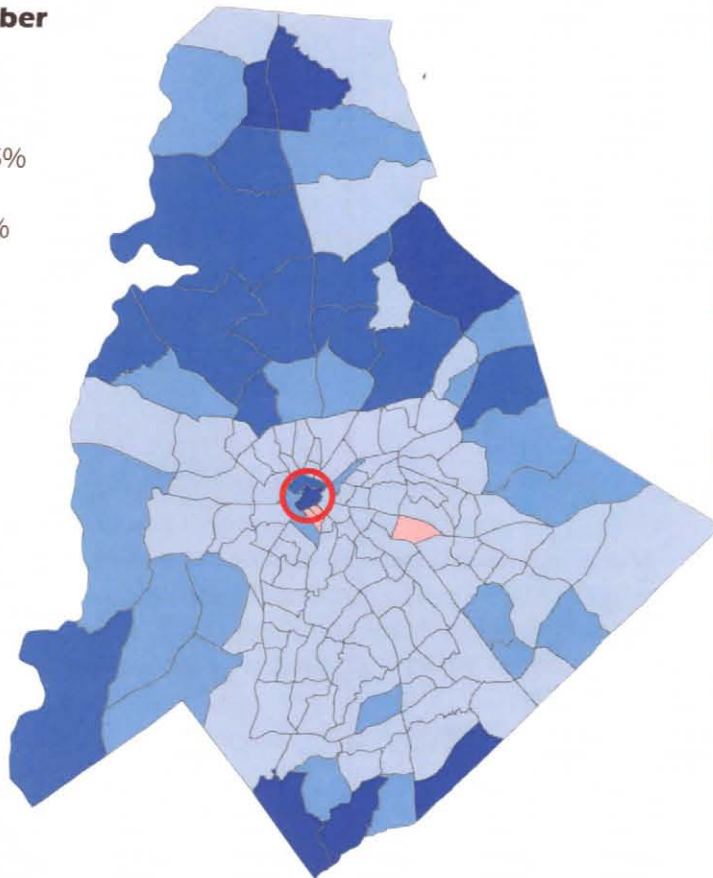
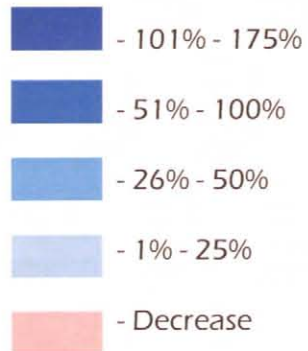
- cost of living below national average
- 1st most educated workforce
- 1st top state business climate
- 2nd largest US banking center
- 4th best city for relocating singles
- 6th in number of Fortune 500 companies
- 10th most active airport in US
- 20th largest city



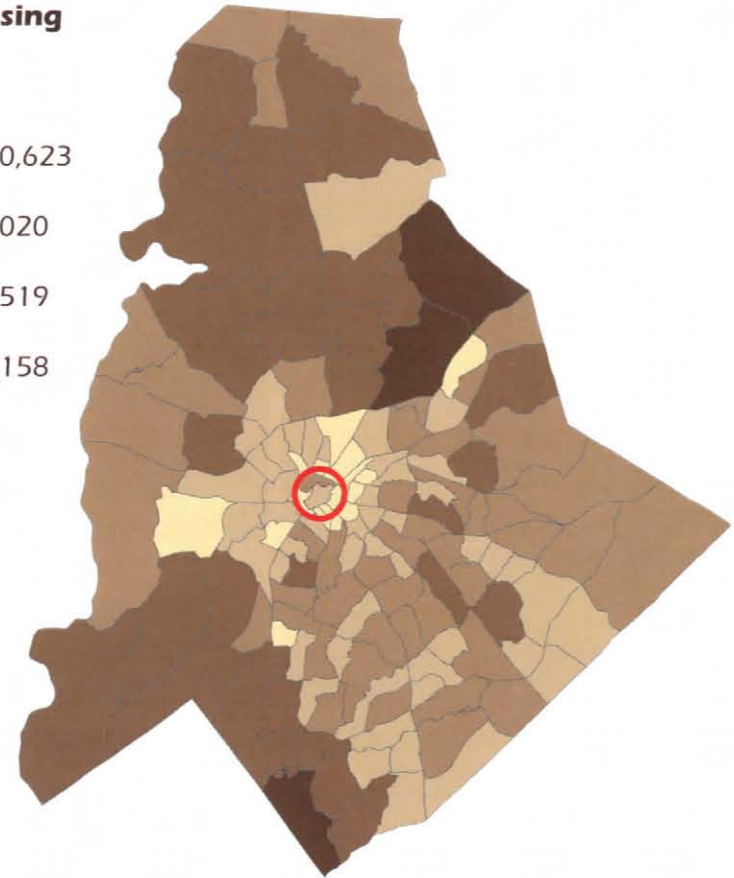
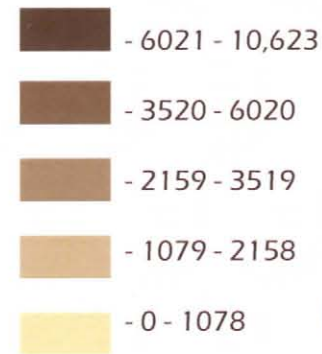


## Charlotte, NC

### % Change in Number of Housing Units; 2000-2007



### Number of Housing Units; 2007



background

problem

contention

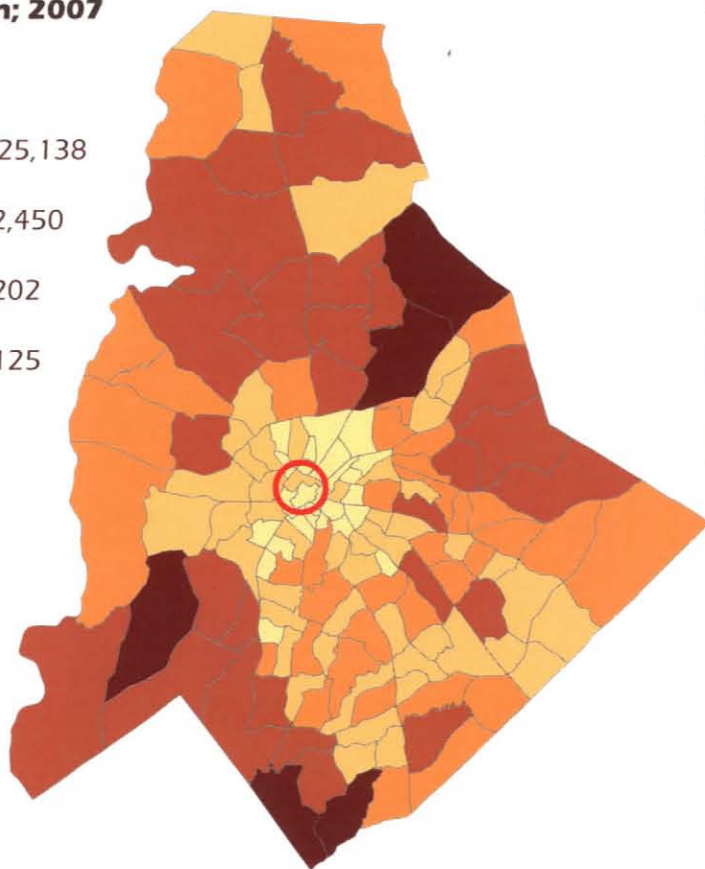
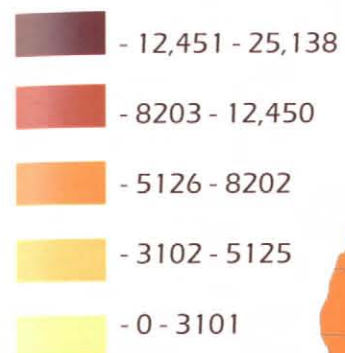
research

program

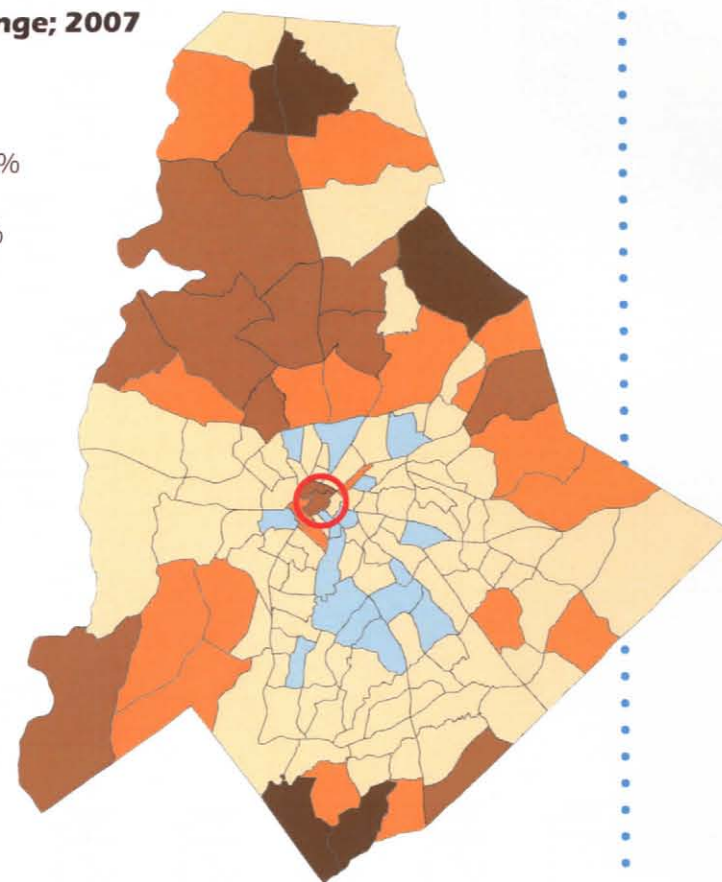
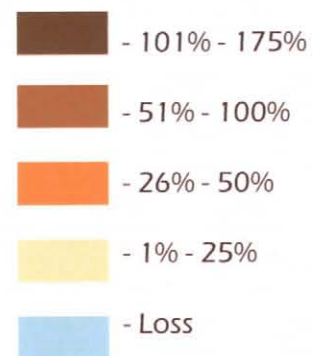
precedent

site

**Total Population; 2007**



**% Population Change; 2007**





## Uptown Charlotte

----- Shuttle Orange Line    - - - - Shuttle Red Line  
 ..... Trolley Line



### Key Buildings

1. Bank of America HQ
2. Carillon
3. Charlotte Plaza
4. City Hall
5. Federal Courthouse
6. Gateway Village
7. Aquatic Center
8. One Wachovia
9. Two Wachovia
10. Three Wachovia
11. Public Library
12. Visitor's Center

### Major Attractions

1. Afro-American Cultural Ctr.
2. Bank of America Stadium
3. Charlotte Bobcats Arena
4. Charlotte Convention Ctr.
5. Discovery Place & IMAX
6. ImaginOn
7. Johnson & Wales Univ.
8. Johnson C Smith Univ.
9. Museum of the New South
10. Monument to Valor
11. Center for Visual Art
12. McGill Rose Garden
13. Museum of Craft & Design
14. Performing Arts. Ctr.
15. Splash Planet
16. Settler's Cemetery
17. Center of Arts & Education
18. Vietnam Memorial

### Hotels

1. The Blake Hotel
2. Charlotte City Courtyard
3. Charlotte City Marriot
4. Crowne Plaza Hotel
5. Days Inn Central
6. Doubletree Gateway
7. The Dunhill Hotel
8. Charlotte City Hilton
9. Charlotte City Hampton
10. Hilton Garden Inn
11. Charlotte City Holiday Inn
12. The Morehead Inn
13. Omni Charlotte Hotel
14. Residence Inn
15. Westin Charlotte

background

problem

contention

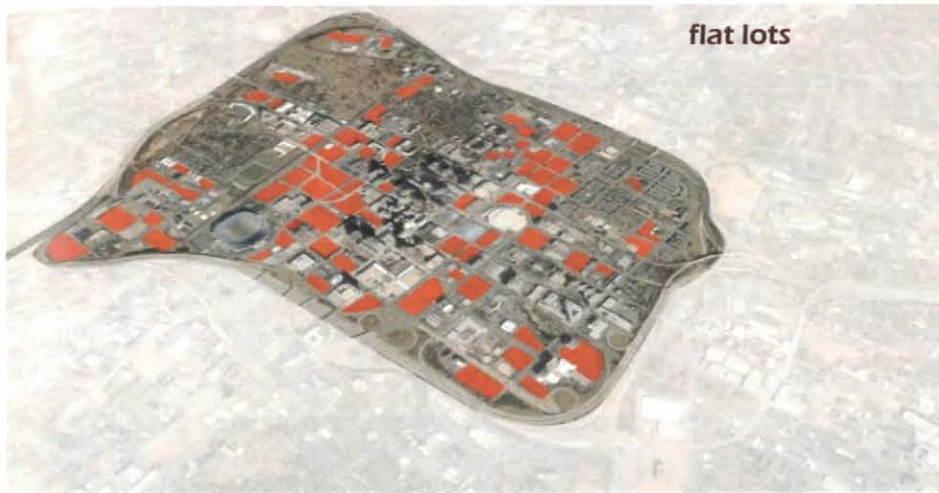
research

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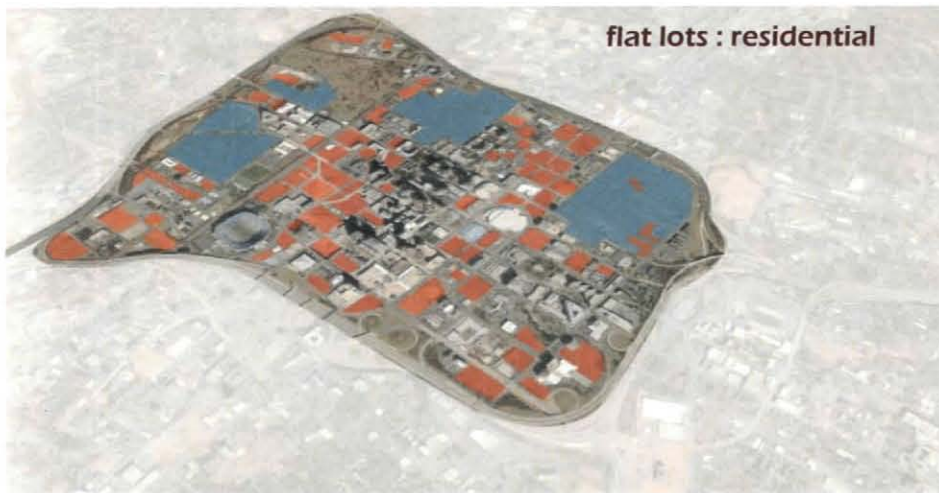




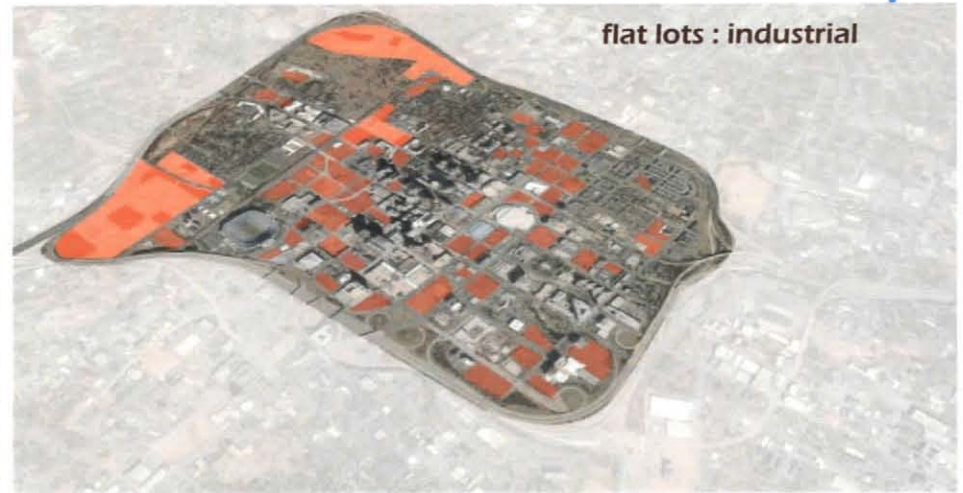
**flat lots**

With opportunity for infill and an ongoing investment into the uptown, density and urban activity will further be stimulated. From a pre-existing array of infrastructure, economy, and amenity, residential construction of various types will continue to be built.

Flat and vacant lots, while serving an important practical purpose, are abundant and of high value within the Charlotte city center. Before long, most of these lots will be filled in by other developments, and provide a strong opportunity to enhance the uptown density with a variety of functions.



**flat lots : residential**



**flat lots : industrial**





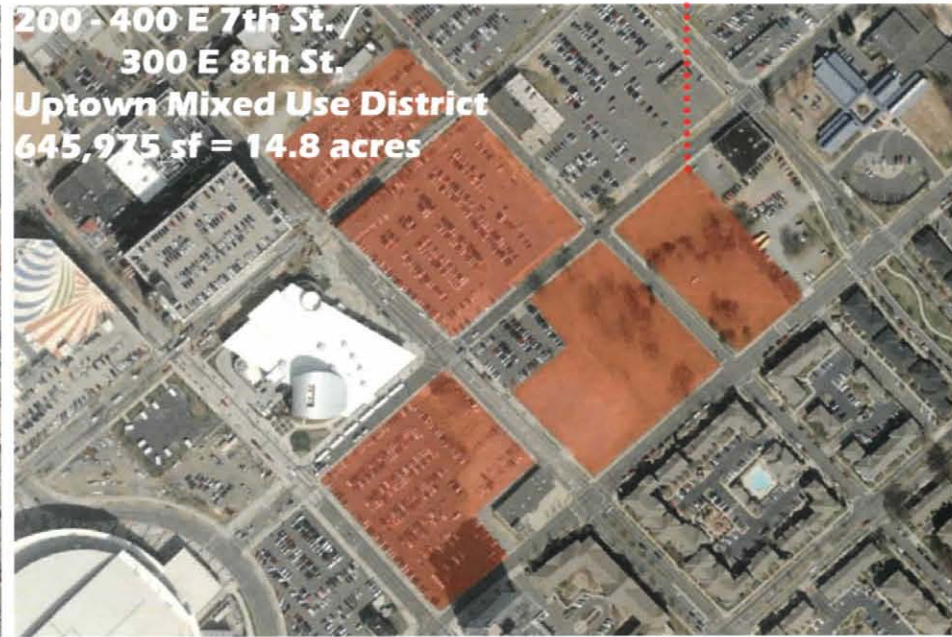
**potential sites**



**224 - 430 S Graham St. /  
300 S Mint. St.  
Uptown Mixed Use District  
563,200 sf = 12.9 acres**



**200 - 400 E 7th St. /  
300 E 8th St.  
Uptown Mixed Use District  
645,975 sf = 14.8 acres**



background

problem

contention

research

program

precedent

**site**





300 S Davidson St. /  
200 S Brevard St.  
Uptown Mixed Use District  
272,125 sf = 6.2 acres



600 E 5th / 401 N Myers St. /  
232 S Davidson  
Uptown Mixed Use District  
345,600 sf = 7.9 acres





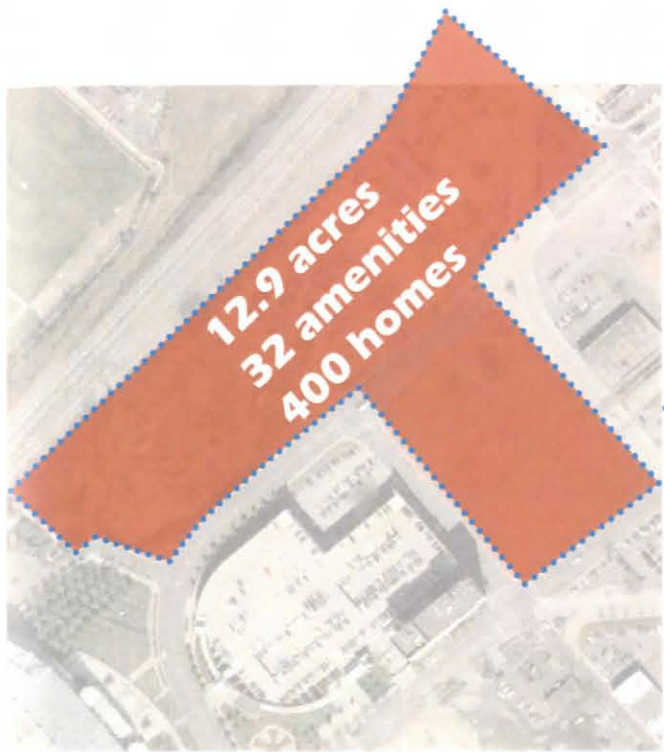
## site

**224 - 430 S Graham St. /  
300 S Mint. St.**  
**Uptown Mixed Use District**  
**563,200 sf = 12.9 acres**



Based on its proximity to existing amenities, position amongst distinctive infrastructure, and extensive on-site possibilities, the Graham St. site presents a promising situation for Uptown Charlotte's alternative of 'Sun City.' Through utilizing the area's physical adjacencies and infrastructural conditions, younger Boomer inhabitants would be able to engage the public while establishing the project's own urban identity.

In addition, the site's area allows for the consolidation of the project's array of amenities, giving space for elements such as outdoor activity areas and a water feature. As the immediate surroundings currently lack density, future infill will insure consistent daytime activity, while a direct relation to the football stadium and entertainment spots provides off-hours functions.





community existing

site



Hospitality



Bars / Clubs

background

problem

contention

research

program

precedent

site



**Major Employers**

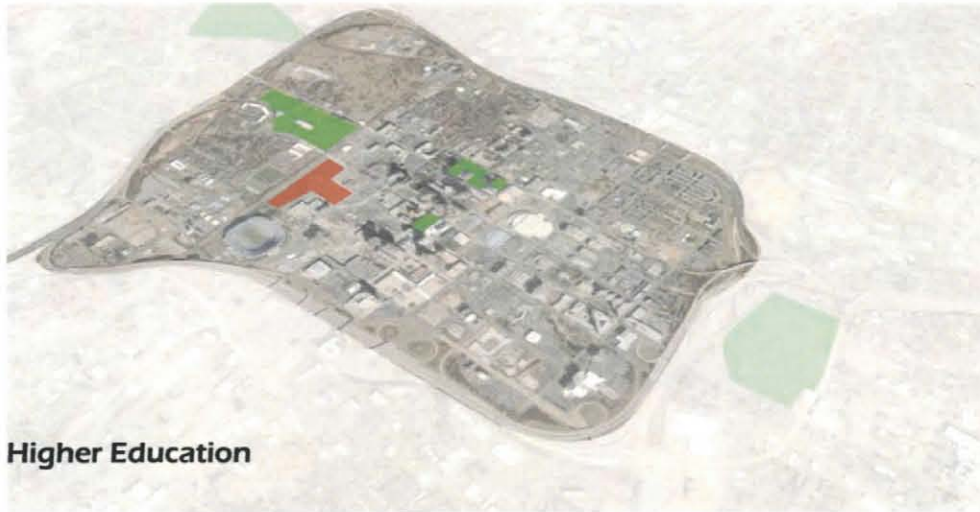


**Healthcare**





community existing



Higher Education



Retail

background

problem

contention

research

program

precedent

site



**Museums**



**Supermarkets**





**Project Realized**

**12.9 acres**  
**32 amenities**  
**400 homes**



As a resolution to the enclave typology of today's Sun City, while creating a provocative type of residence for the younger Baby Boomer population, a project as an urban community is conceived.

Uptown Charlotte provides an increasingly dense fabric with a pre-existing set of amenities and infrastructure, encouraging a public-private engagement currently non-existent in today's Sun City communities.

Program is realized as a combination of current community analysis and additional market research towards the younger demographic, offering an alternative lifestyle in a healthier and more active urban community.

background

problem

contention

research

program

precedent

**site**



# *Time to Shine*



Sun City Uptown Charlotte creates an alternative to a problematic community type; through an active urban lifestyle for the 55 + American migrants of tomorrow.





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**YEAR END  
WRAP~UP**



**Now until  
Dec 31st '08**

**Unwrap the lifestyle that you deserve at Sun City Carolina Lakes.**